

**WORLD  
STROKE  
DAY** <sup>29TH</sup>  
OCT

2023 Campaign Evaluation  
December 2023

# Goals for World Stroke Day

Build on the success of previous campaigns to reach more people and grow awareness and support action on stroke risk factors and prevention.

1. Develop a universally compelling call to action
2. Inspire and support WSO members with a branded package of resources
3. Enable participation of a diverse global audience

# The goals for World Stroke Day 2023

Campaign Objective	Goals	Metrics
<b>Raise awareness and support member action on stroke risk factors and prevention.</b>	Reach the maximum number of people	<ul style="list-style-type: none"><li>• Reach on social media</li><li>• Potential reach of press release</li><li>• Reach of hashtags #PreciousTime and #WorldStrokeDay</li></ul>
	Make the message engaging	<ul style="list-style-type: none"><li>• Social media engagement (Likes, Reactions, Comments)</li><li>• Increase in social media followers (across accounts)</li></ul>
	Speak with one voice as the stroke community	<ul style="list-style-type: none"><li>• % member participation</li><li>• Number of materials downloaded</li></ul>

# Campaign summary

**1.**

Member organizations and groups embraced the day, with 286 events in 42 countries.

**2.**

The sharper focus on prevention and the #GreaterThan was new for 2023. The more than 3K uses of the hashtag and 120K reactions mark a great start – to build upon in 2024.

**3.**

The clear message and call to action of the press release resonated with outlets and readers. Despite a lower reach than last year, its pickup was up by 20%, with greatest interest in the U.S. and China.

**4.**

The digital campaign showed increased engagement on social channels and higher numbers of visitors visiting the campaign web pages.

# Campaign results

Reach more people	Drive engagement	Champion inclusion
<b>2.5 billion</b> total campaign reach	<b>15K</b> uses of #WorldStrokeDay #GreaterThan and #PreciousTime	<b>42</b> countries with registered events
<b>34,000+</b> views of WSD press release	<b>116%</b> increase in engagement with #WorldStrokeDay	<b>Almost 9000</b> campaign assets downloaded

# The World Stroke Day Campaign





# #GreaterThan the concept

The Greater Than campaign theme was created to empower the stroke community and beyond – reminding them:

1. That by addressing a small number of risk factors we can be #GreaterThan Stroke, and
2. For those who have had a stroke, it does not define who they are.



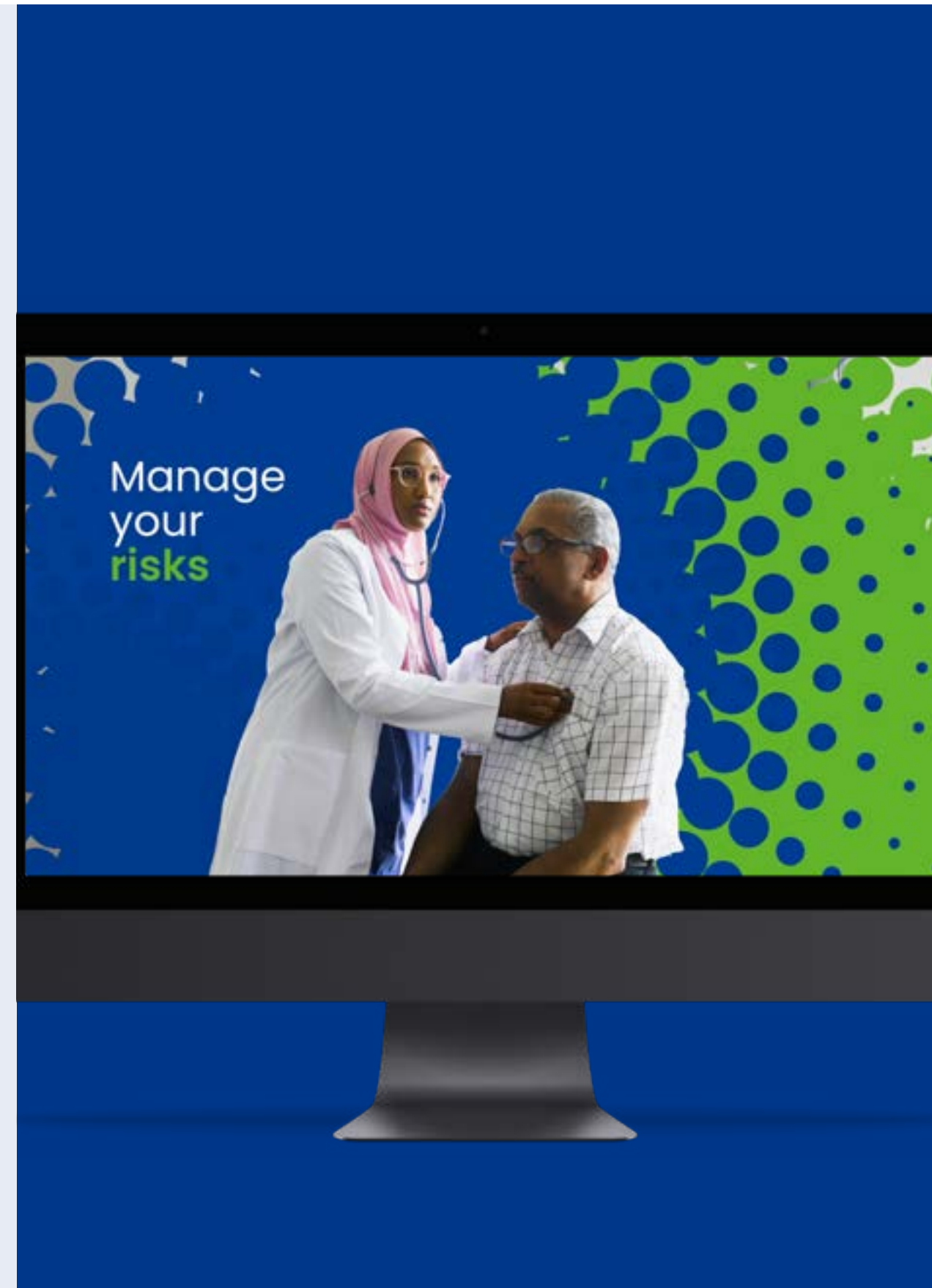
The flexible campaign allowed members serve their communities by focusing on themes and messages that resonated most.



# 2023 Campaign Activities



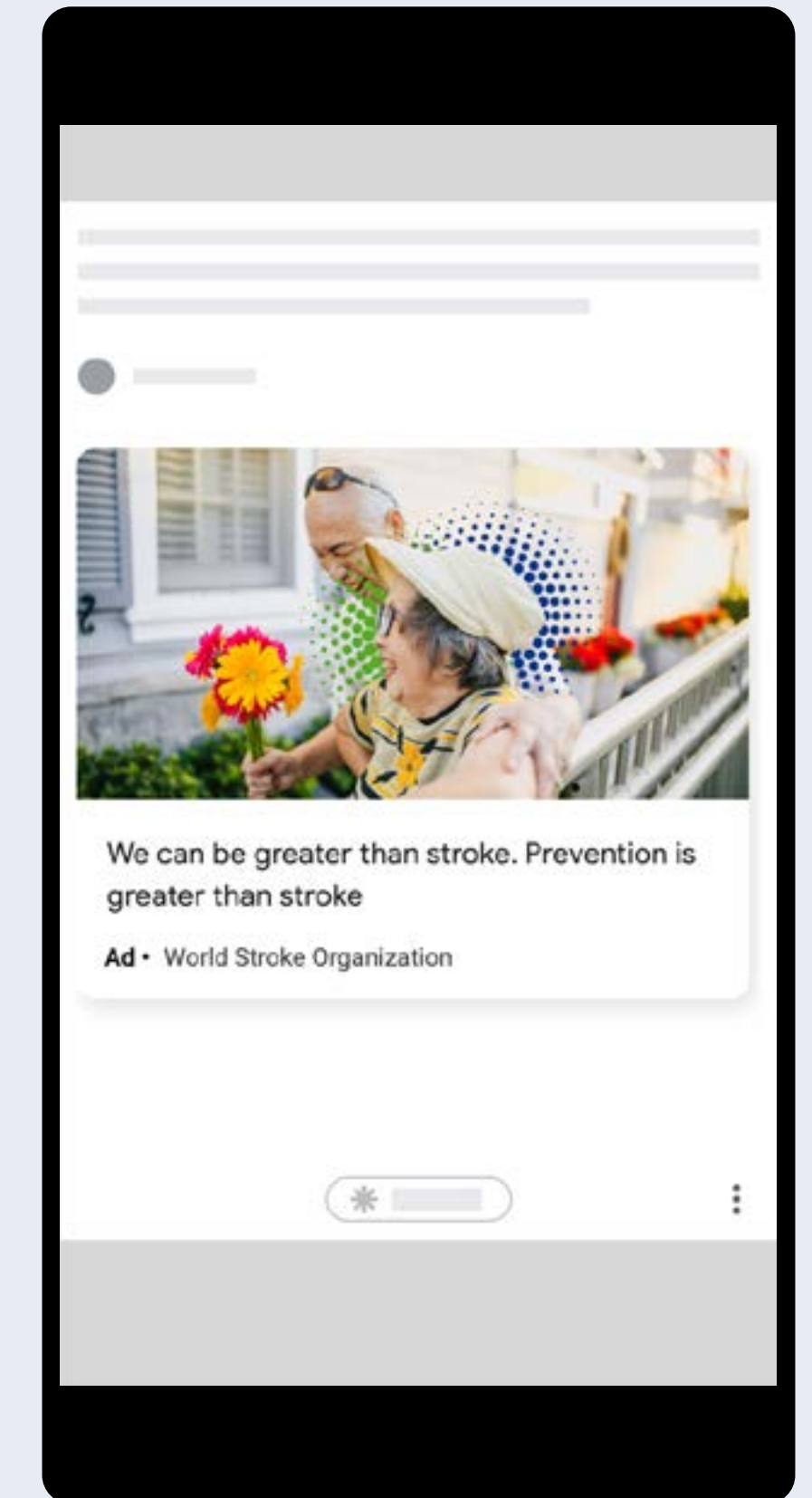
POST BUILDER AND SOCIAL MEDIA POSTS TO PROMOTE IT



NEW #GREATER THAN PREVENTION VIDEO



INFLUENCER CAMPAIGN

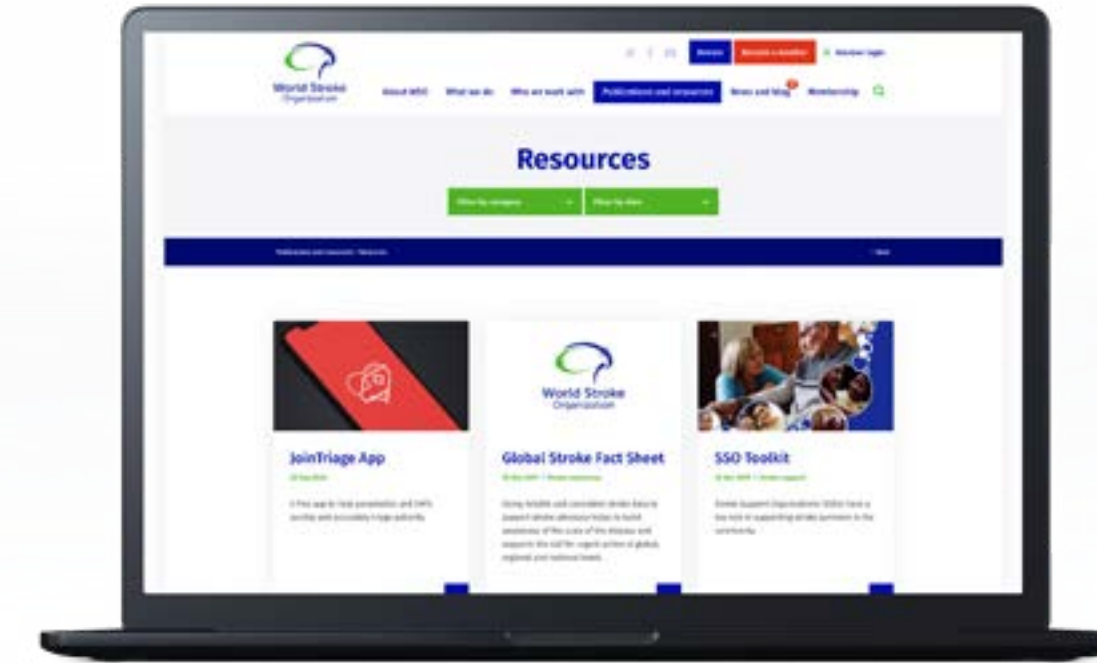


GOOGLE AD CAMPAIGN



# Legacy Assets

- Assets from previous campaigns – #PreciousTime messaging and updated FAST iconography – were deployed following their success in 2021 and 2022
- Iconography for FAST
- Visual identity/branding for WSD
- Simple and informative how-to toolkit (updated for 2023)
- Campaign hub with downloadable assets (updated for 2023)



## Face

One side of the face is drooping



## Arm

Arm weakness, the person cannot raise their arms



## Speech

Difficulty speaking, slurred speech



## Time

to call an ambulance and say it's a stroke

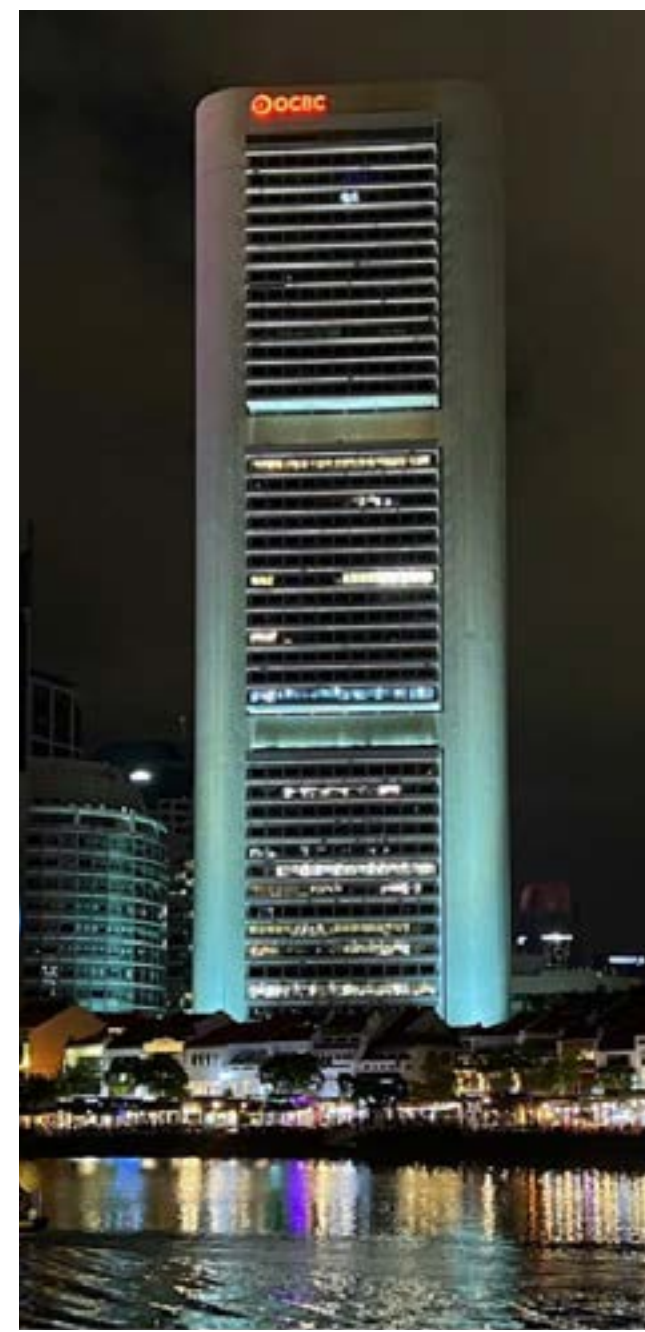


**WORLD  
STROKE  
DAY** 29TH  
OCT

#Precioustime



Singapore



Bhutan



# Illuminations

Countries around the world lit up famous buildings, monuments and structures to mark the day.



Rio de Janeiro





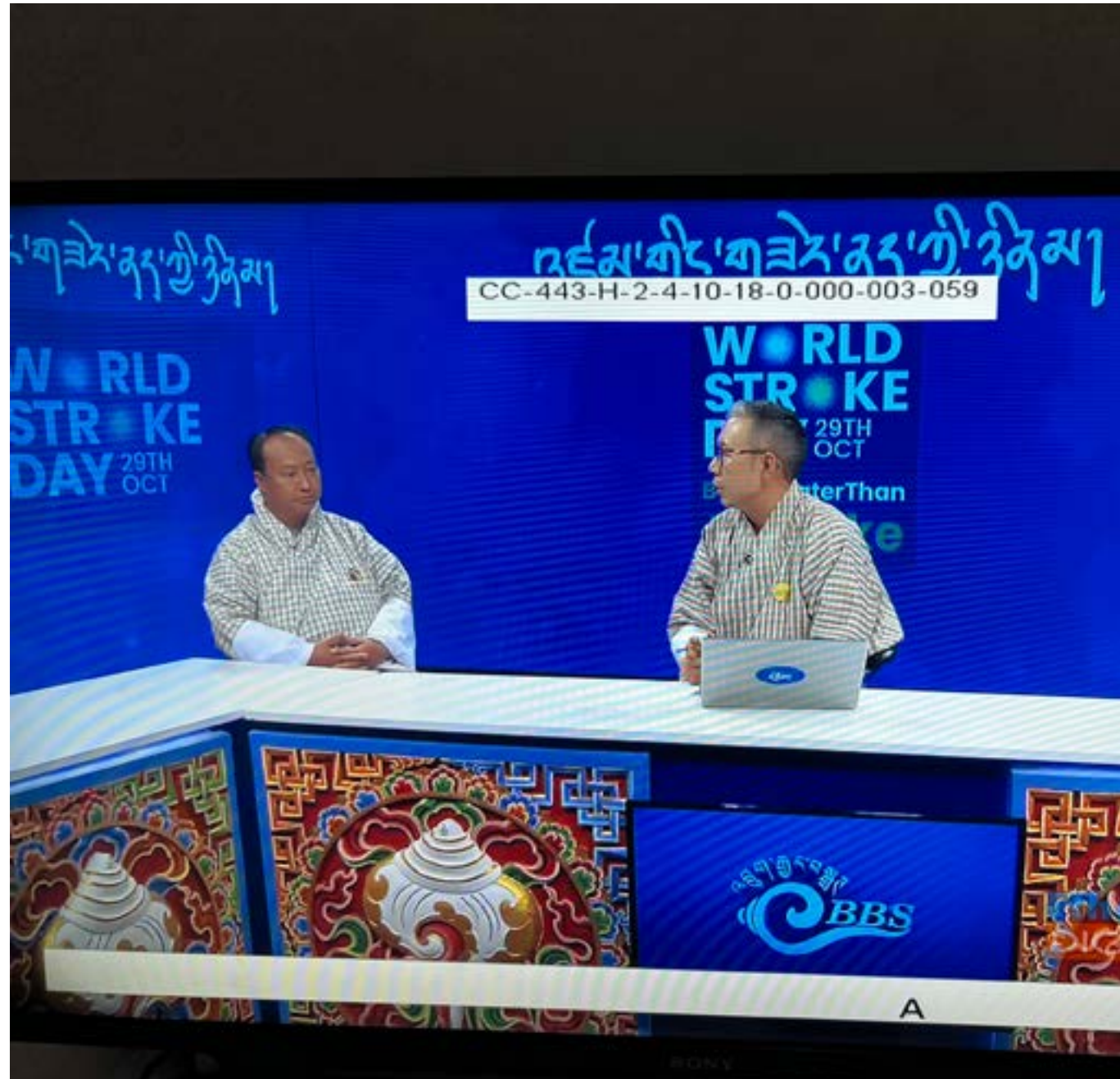
# Global participation

The #GreaterThan campaign gained global reach and awareness.

Argentina



Bhutan



Bolivia



**SIMPOSIO PREVENCIÓN DEL ICTUS**  
"DIAGNÓSTICO PRECOZ DE LAS ENFERMEDADES VASCULARES - CEREBRALES JUNTOS CONTRA EL STROKE - 2023"

**CÓDIGO ICTUS**

- DR. JUAN ROLY CONDORI JAMACHI  
NEURÓLOGO CENTRO DE ESPECIALIDADES NEUROLÓGICAS NEURONA ALTA ESPECIALIDAD ENFERMEDAD VASCULAR CEREBRAL Y NEUROSONOLOGÍA  
MIEMBRO SOCIEDAD BOLIVIANA DE NEUROLOGÍA Y AMERICAN ACADEMY OF NEUROLOGY
- ESCALAS DE EVALUACIÓN PREHOSPITALARIA Y HOSPITALARIA DE AVE
- DR. KARLA ALISSON QUISBERT PORTUGAL  
MÉDICO NEUROCIUJANO - HOSPITAL DE CLÍNICAS JEFE DE ENFERMERÍAS - NEUROCIUJERÍA W. CLÍNICAS DOCENTE NEUROCIJERÍA PEDIÁTRICA - UNIVALLE MAESTRÍA GERENCIA EN SALUD
- FACTORES DE RIESGO PARA AVE ISQUÉMICO
- DR. EDNA SERRANO ARANCIBIA  
MÉDICO NEUROLOGA C. P. S. DOCENTE RESIDENCIA MÉDICA C. P. S. MIEMBRO TITULAR SOCIEDAD BOLIVIANA DE NEUROLOGÍA. MIEMBRO TITULAR IIAE

**28 DE SEPTIEMBRE**

**JUEVES 28 DE SEPTIEMBRE**

**HORA: 16:00**

**CERTIFICADOS DE APROBACIÓN**



Brasil



Chile



Costa Rica



Colombia



Ecuador







### Guatemala

## GUATEMALA ES HORA DE ACTUAR

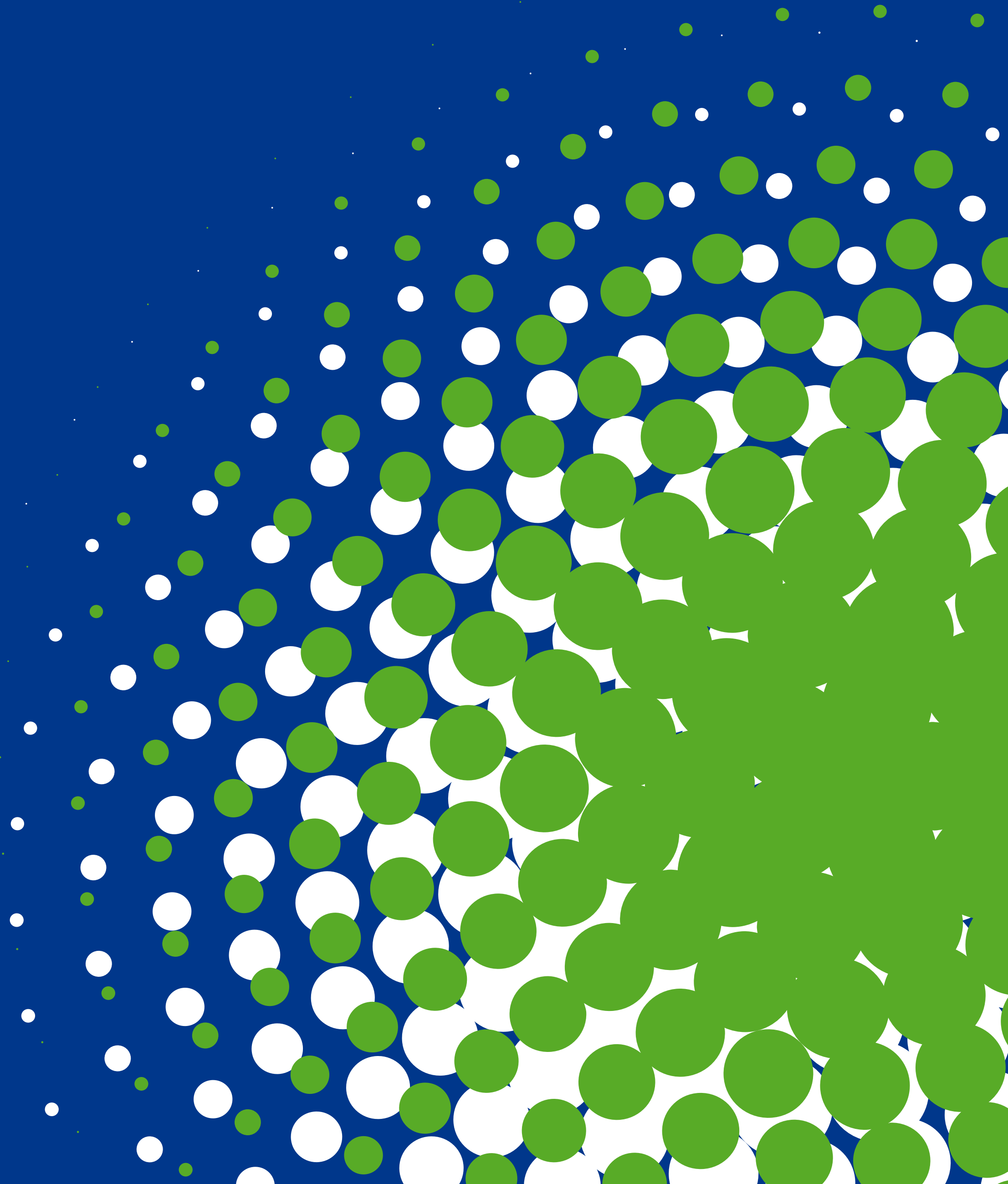
**Ahora**

- Autoridades visitan hidroeléctrica de Xacbal, en Quiché**  
17:11  
El Ejército de Guatemala informó este jueves que el Subjefe del Estado Mayor de la Defensa Nacional, acompañado de representantes de otras instituciones visitaron la hidroeléctrica Xacbal, en Quiché, para "iniciar diálogo y negociaciones entre las partes y proteger la infraestructura crítica".  
Ver más
- Fecagro se pronuncia por bloqueos en Guatemala**  
18:54  
La Federación de Cámaras del Agro se pronunciaron este jueves sobre los bloqueos en Guatemala y se "solidarizaron con los










# Campaign performance



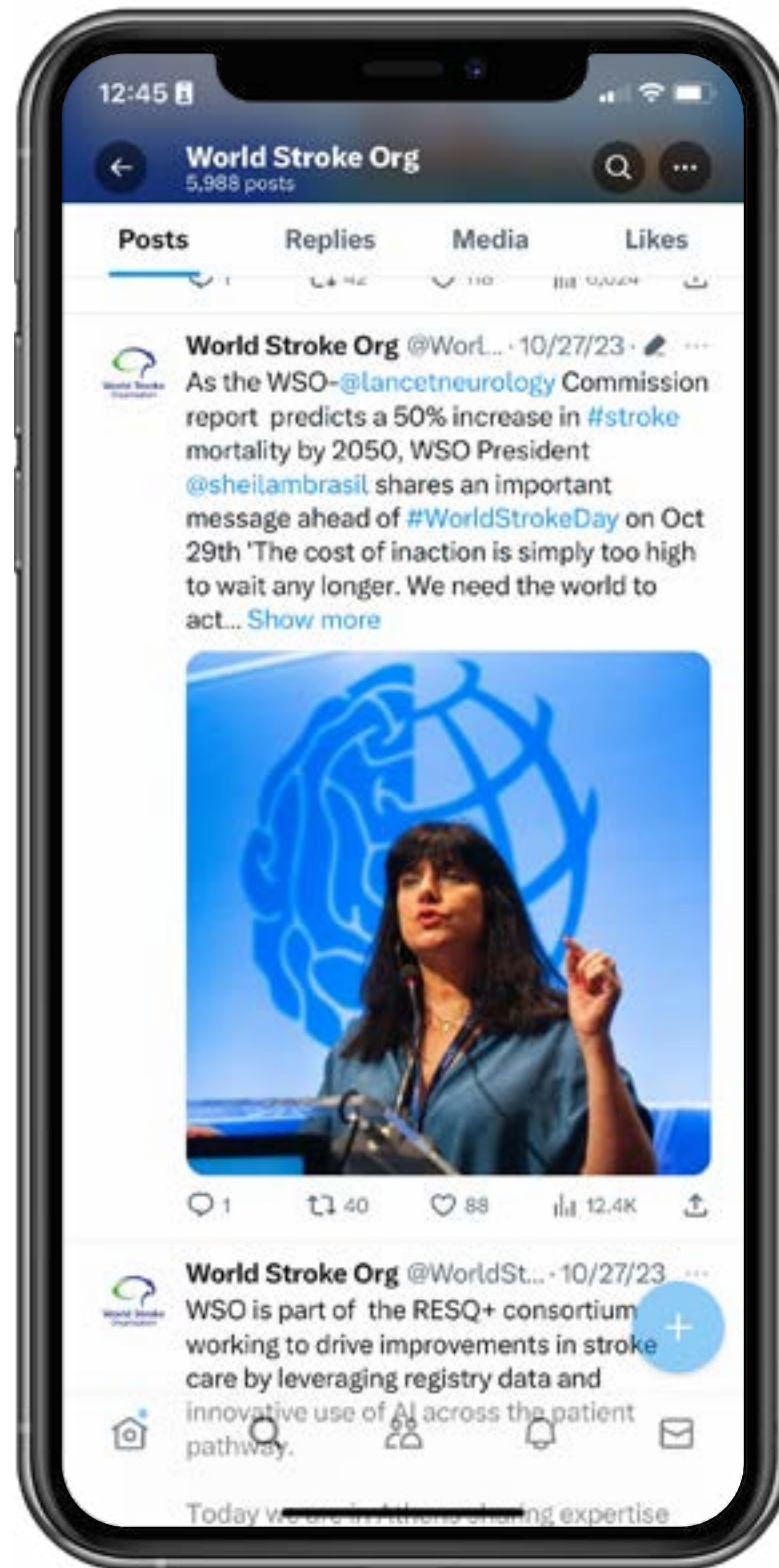


# World Stroke Day 2023 Dashboard

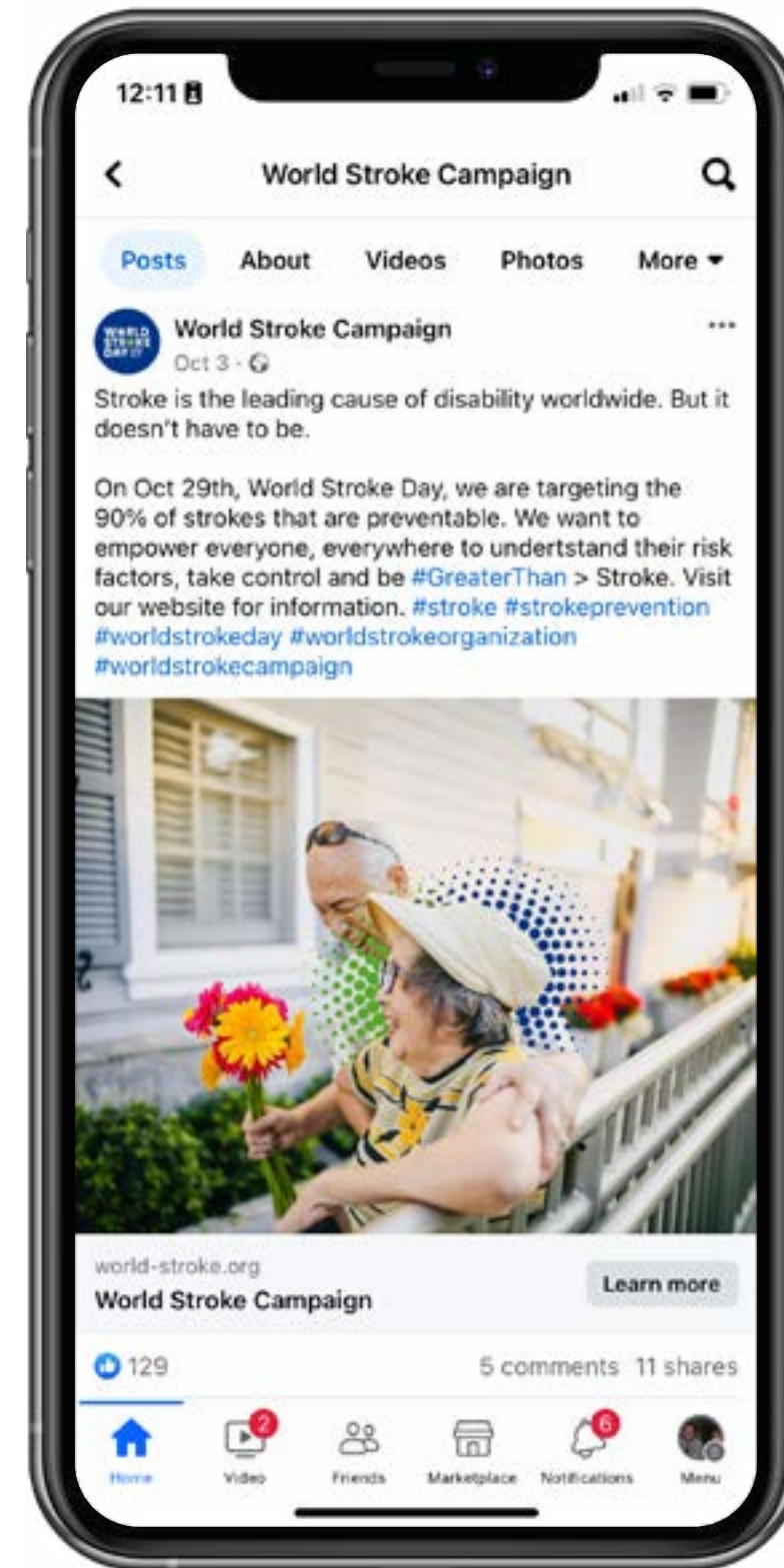
## World Stroke Day 2023 vs previous years by numbers

 EVENTS	 VISITS TO CAMPAIGN WEBSITE	 CAMPAIGN REACH	 WSD NEWS RELEASE VIEWS	 DOWNLOADS
<b>2023</b>				
<b>286</b> In 42 countries	<b>464,326</b>	<b>2 billion</b>	<b>34,427</b>	<b>2,761</b>
<b>2022</b>				
<b>93</b> In 31 countries	<b>150,637</b>	<b>3.1 billion</b>	<b>90,756</b>	<b>8,570</b>
<b>2021</b>				
<b>101</b> In 31 countries	<b>53,994</b>	<b>2.3 billion</b>	<b>9,989</b>	<b>9,575</b>

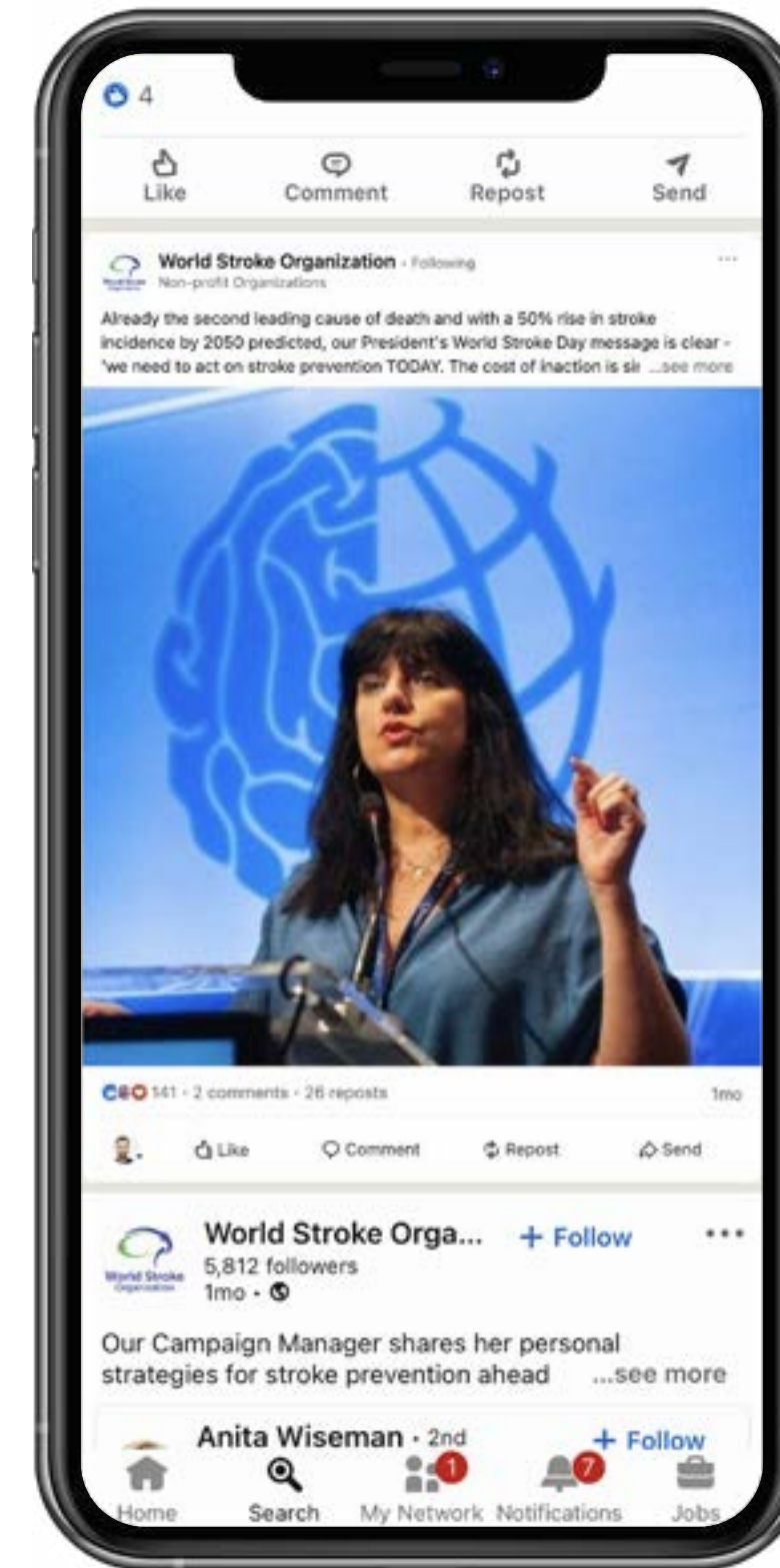
# Top posts



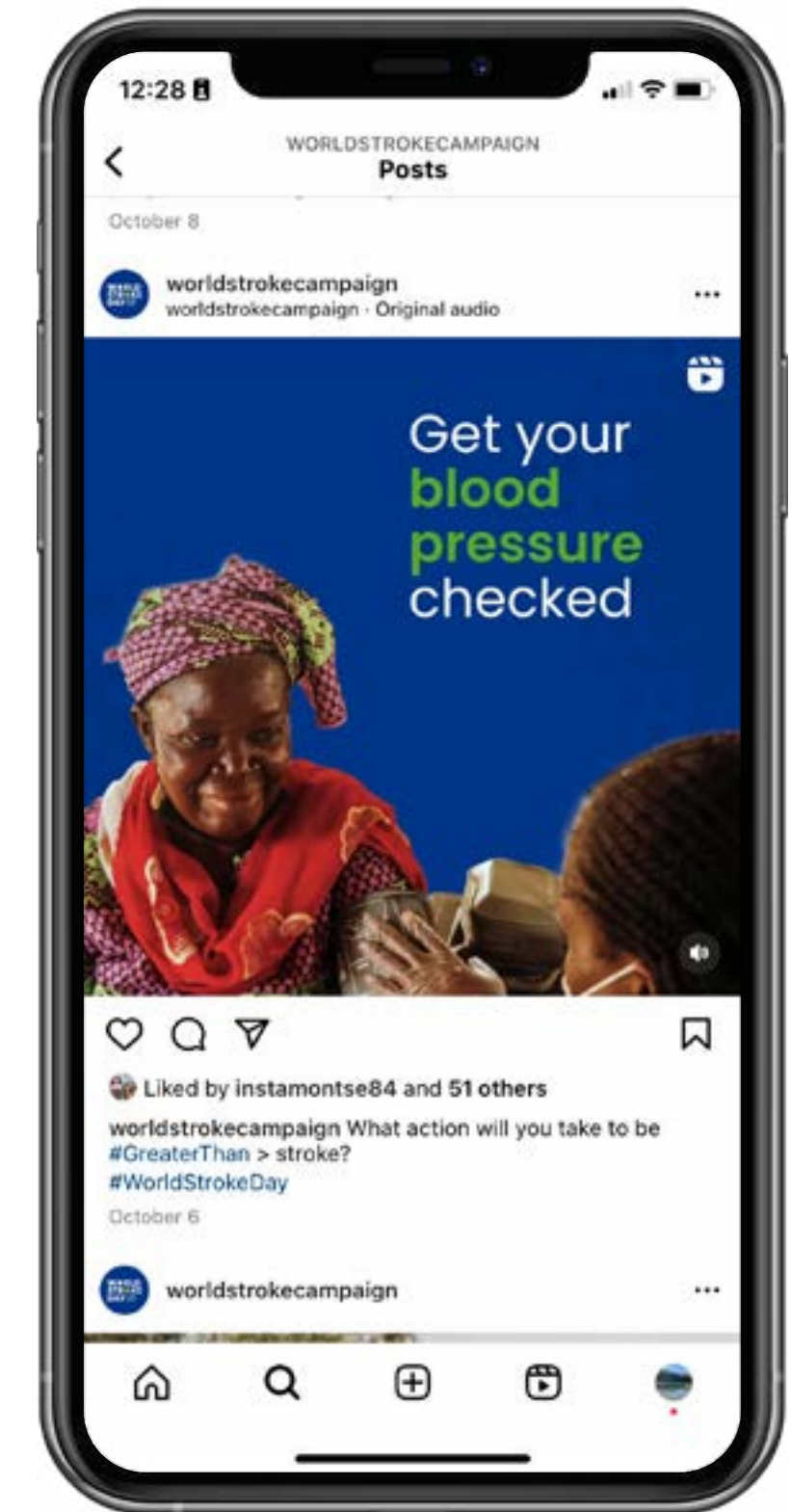
Reach: 24K  
 Retweets: 186  
 Replies: 15  
 Impressions: 27.5K



Reach: 847K  
 Reactions: 1.1k  
 Shares: 35  
 Impressions: 1.9M



Reach: 9.1K  
 Reactions: 141  
 Shares: 26



Reach: 2.6K  
 Reactions: 209  
 Likes: 53

# PR and Influencer Outreach Results





**1. PR Media Results**

**2. Influencer Outreach**

**3. Hashtag Performance**



# PR Media Results



# PR Media Results

# 959

Total Pickup

# 37.5K

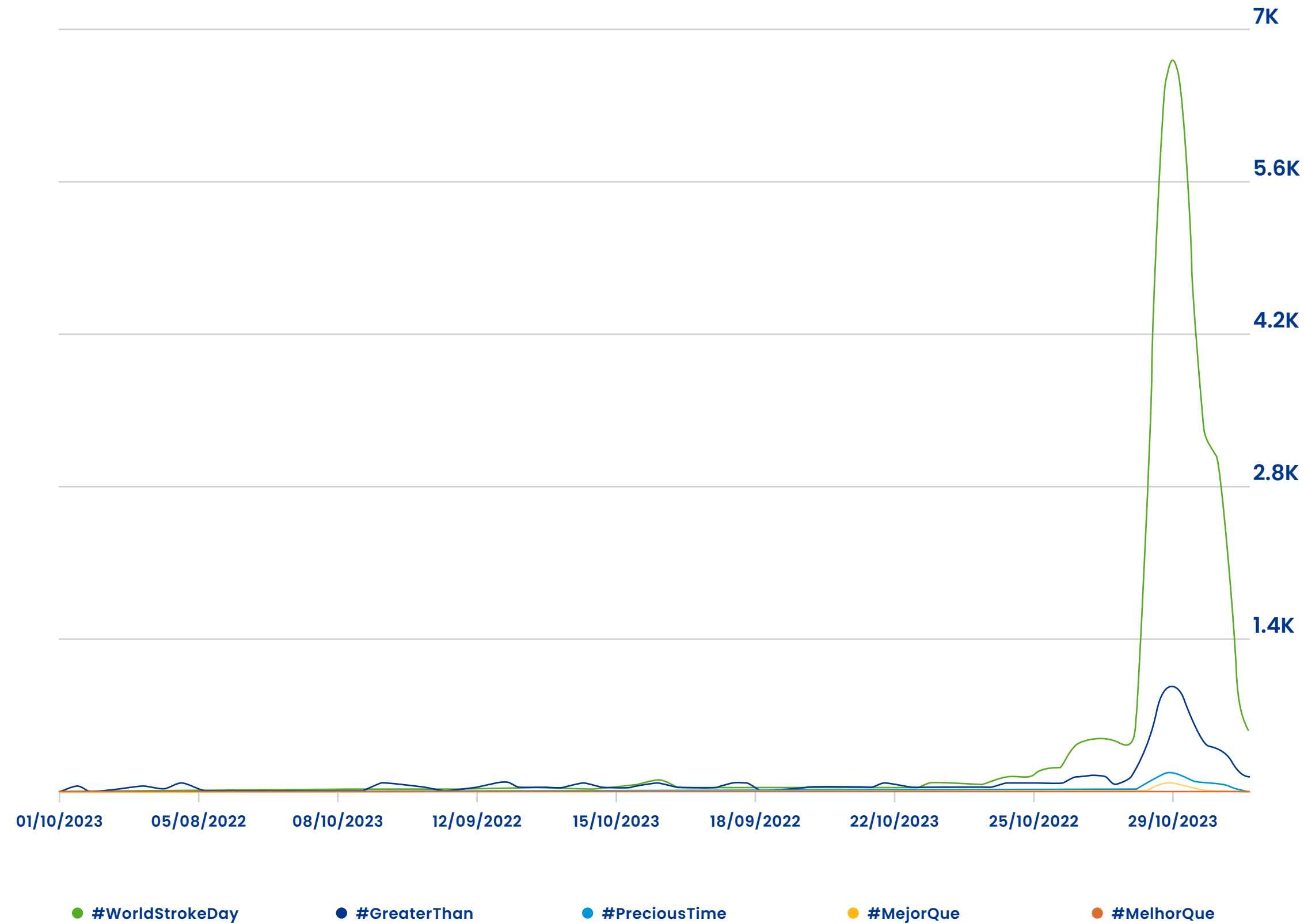
Release Views & Hits

# 2B

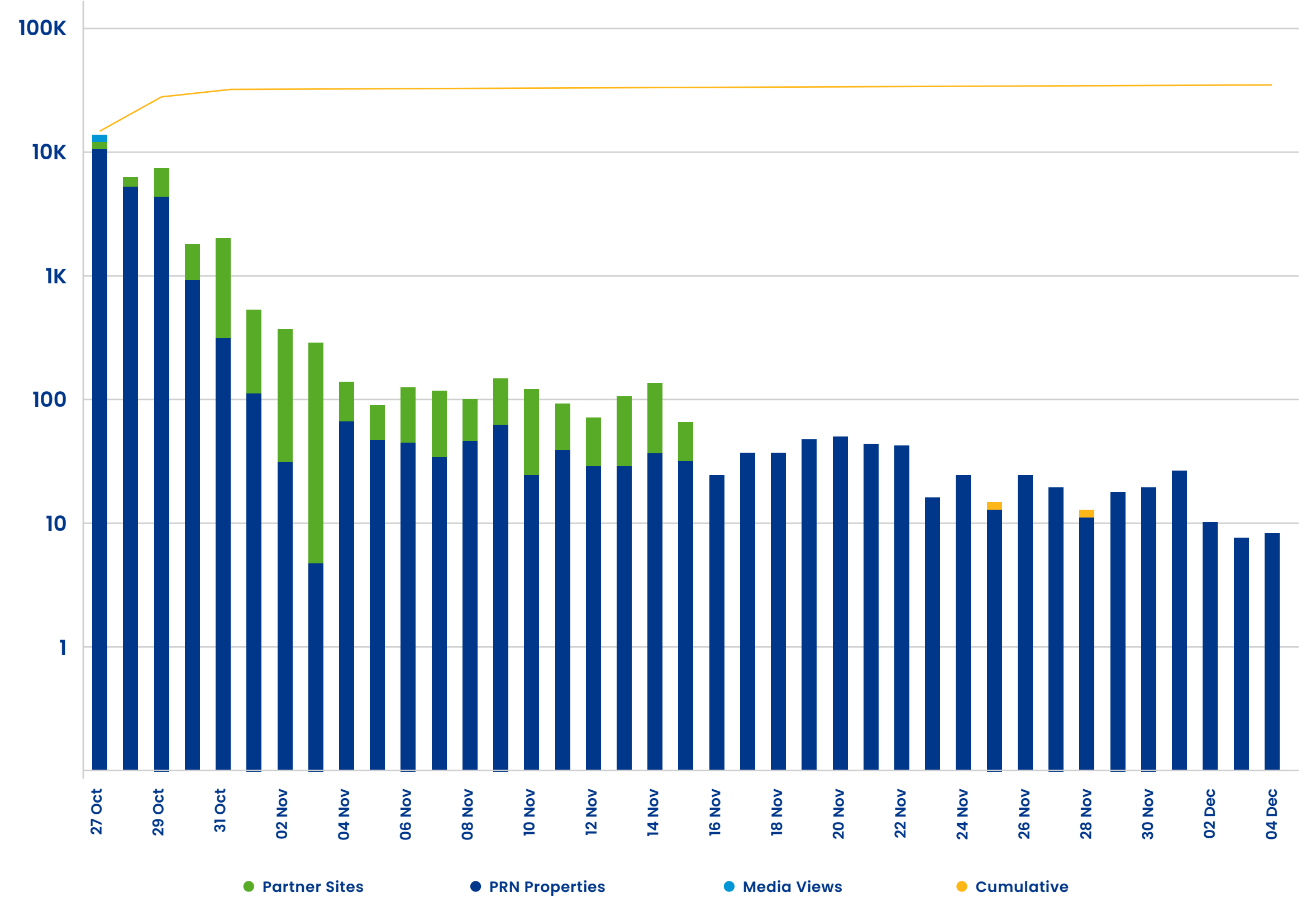
Total Potential Audience

## Results over time by topics

### 15.9K Results



## Release Views Release views over time

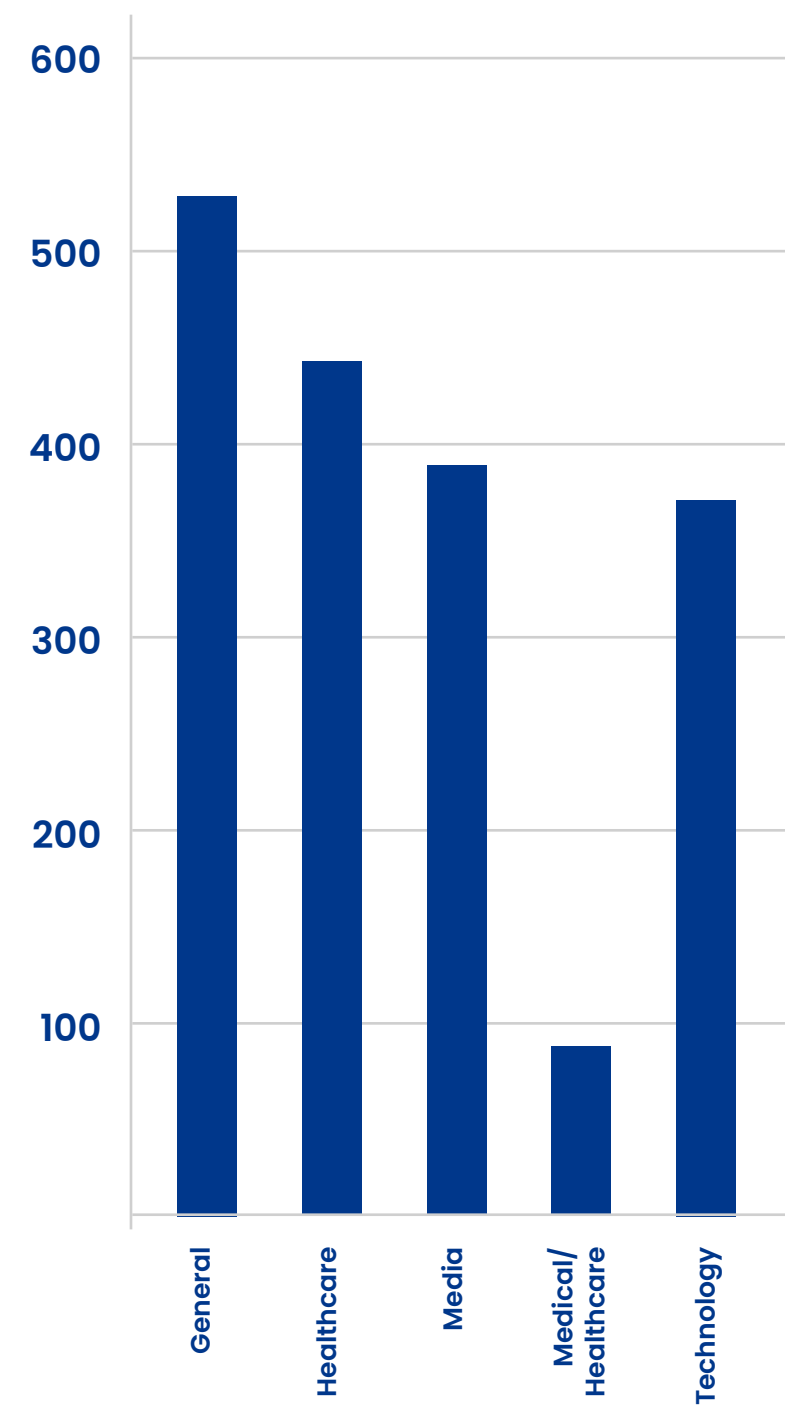




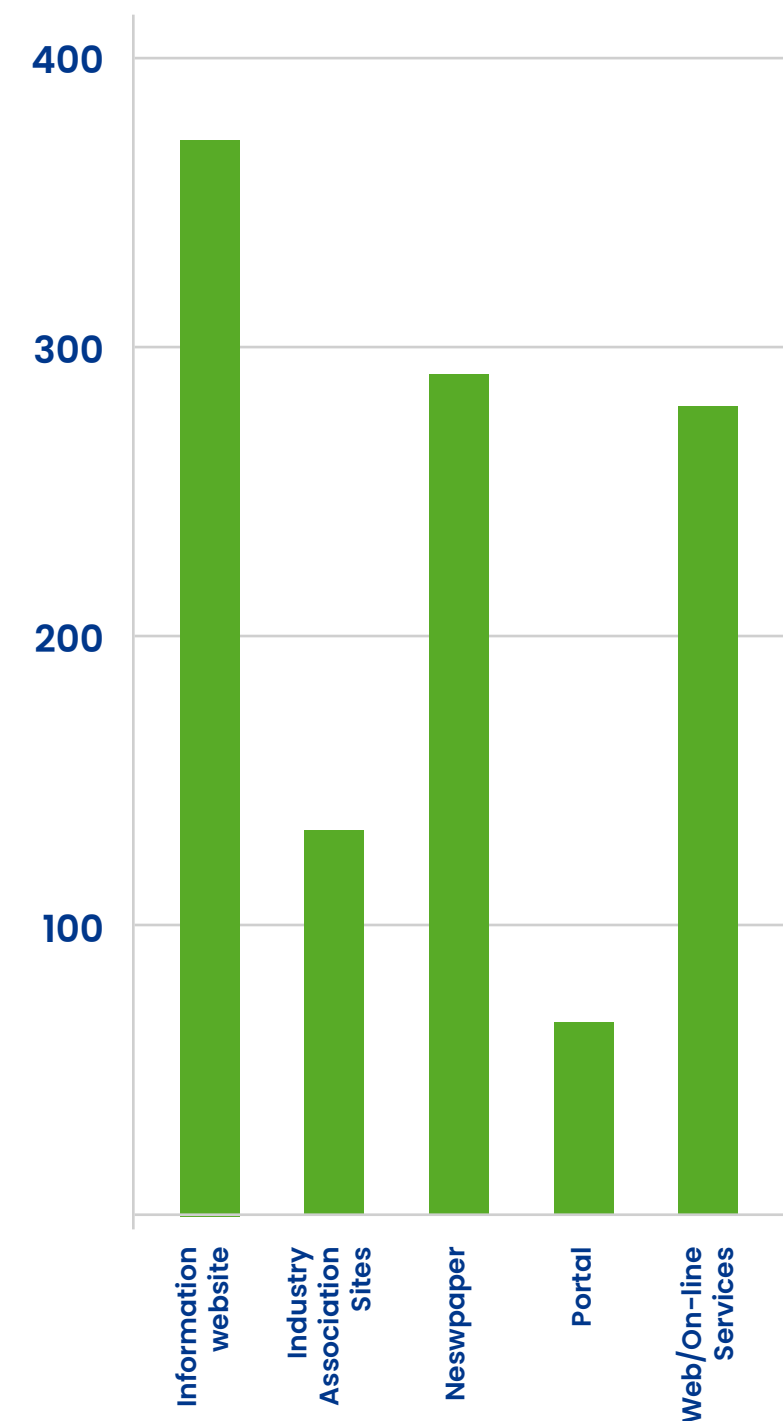
# International Media Spread

A break down of the industries, the media types and the locations of the journalists & bloggers accessing your release on PR Newswire for Journalists.

Top industries



Top media types



Top locations

- United States
- Australia
- Mainland China
- Vietnam
- India
- The rest



# International Media Spread

## Top 3 PR Results by Media outlet:



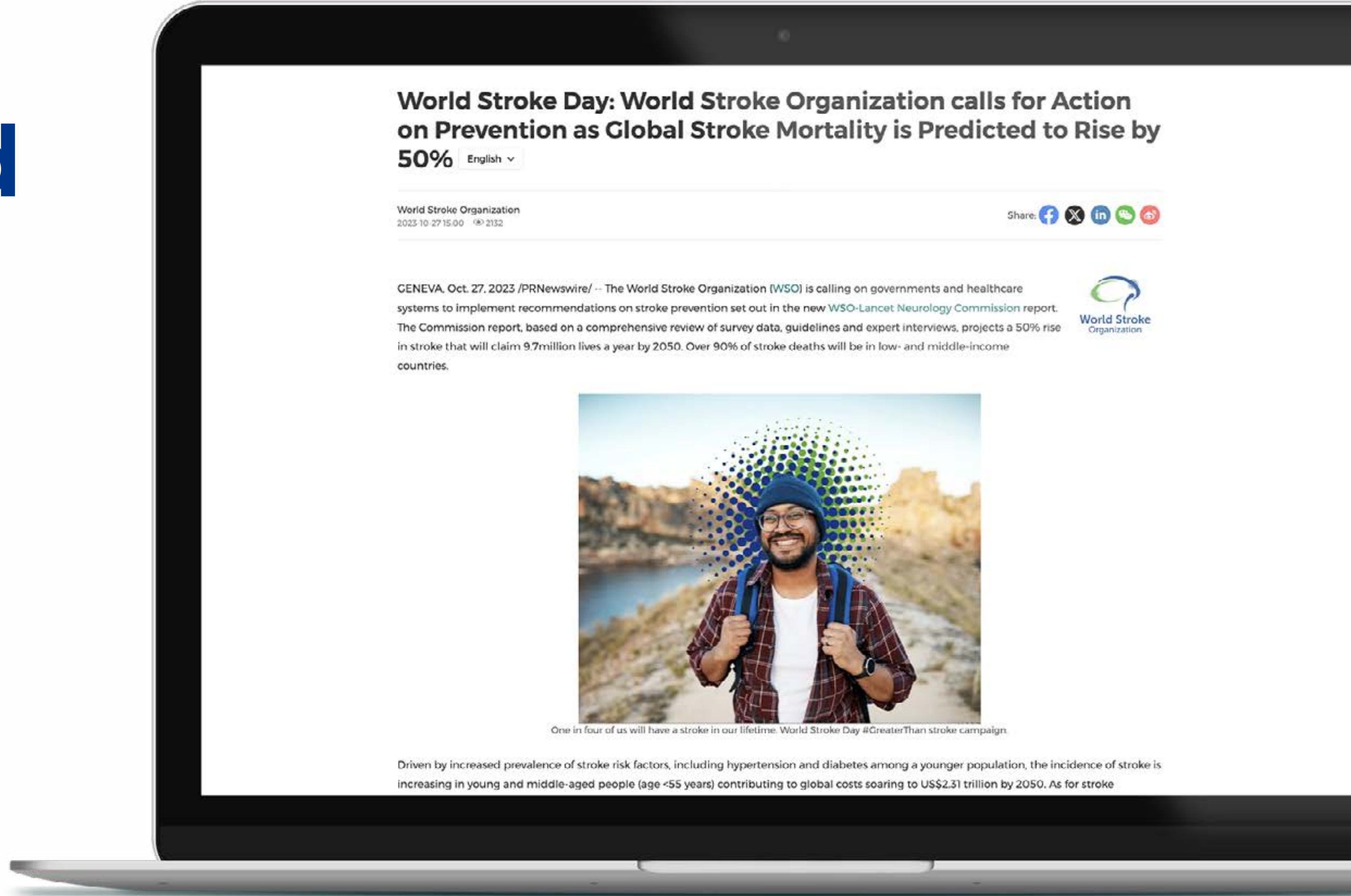
381M readers



338M readers



225.3M readers



# Influencer Outreach



# Influencers

In 2023, we sought out influencers whose lives have been impacted by stroke, as well as credible health leadership voices.

The firsthand accounts of stroke survivors, combined with key messaging, proved extremely effective in raising awareness with a hugely engaged audience.





# Top Influencers

@tamaraschenk1



Social Stats **55k** followers

@carolinegoggin



Social Stats **5k** followers

@wanderwithkt



Social Stats **6k** followers

@elinstrokefighter



Social Stats **32k** followers

@wardrobeofamidlifecrisis

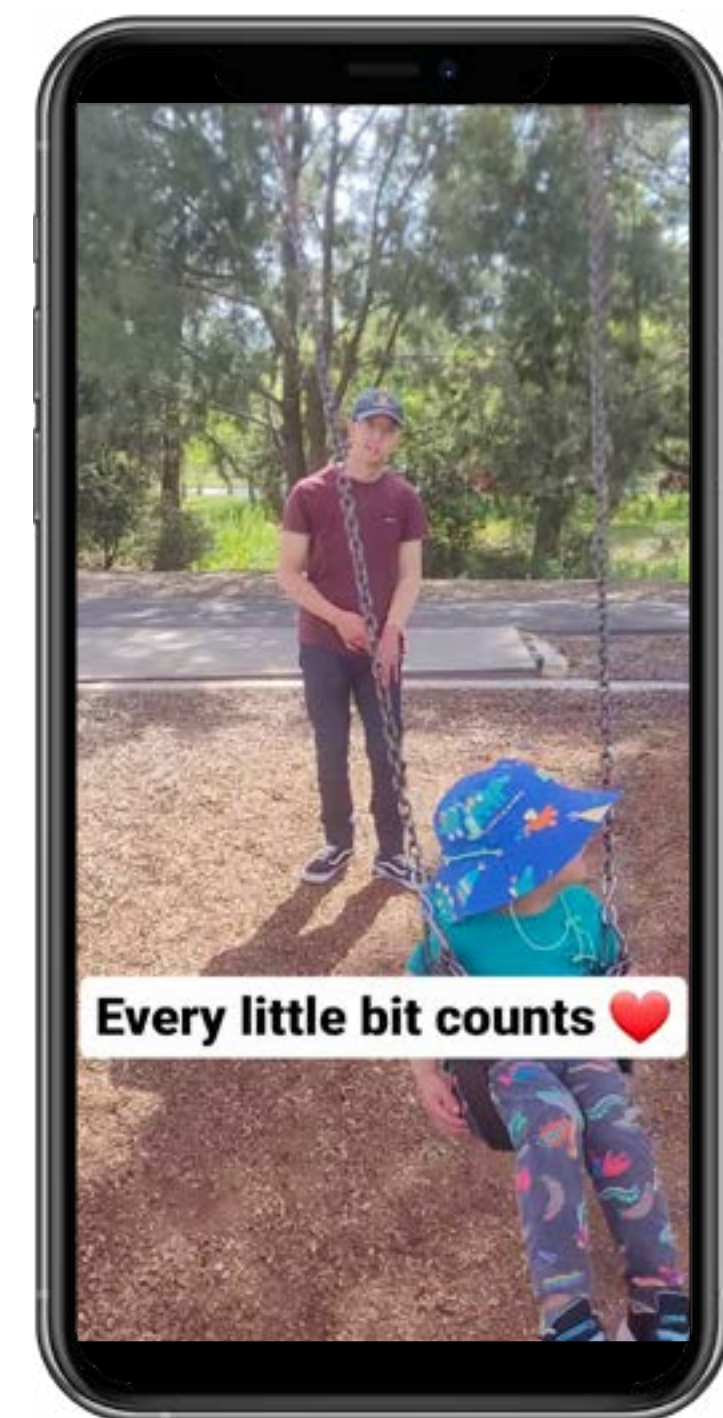


Social Stats **45k** followers



# Top Influencers

@afterstroke



Social Stats **3k** followers

@hopeheals



Social Stats **240k** followers

@iulia.parlea



Social Stats **50k** followers

@allontheboard

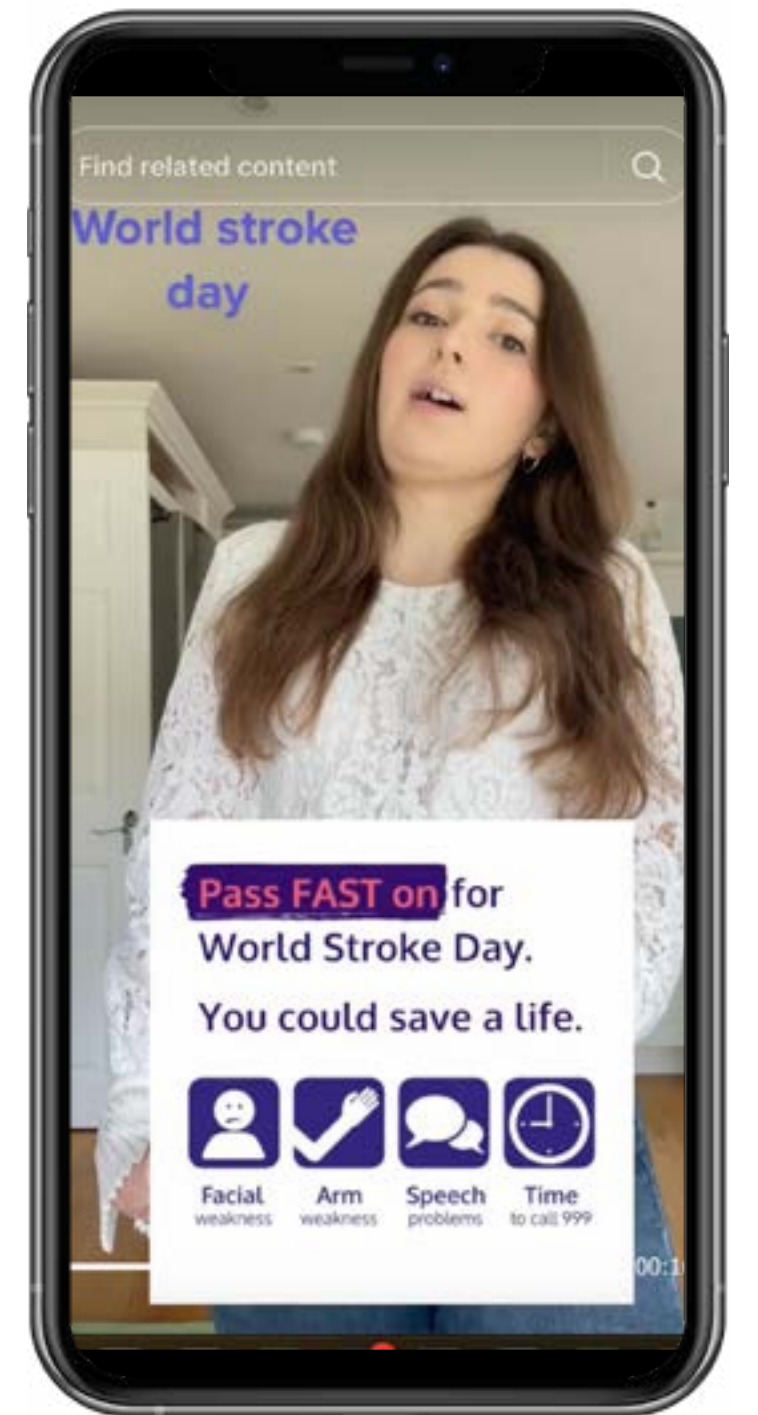
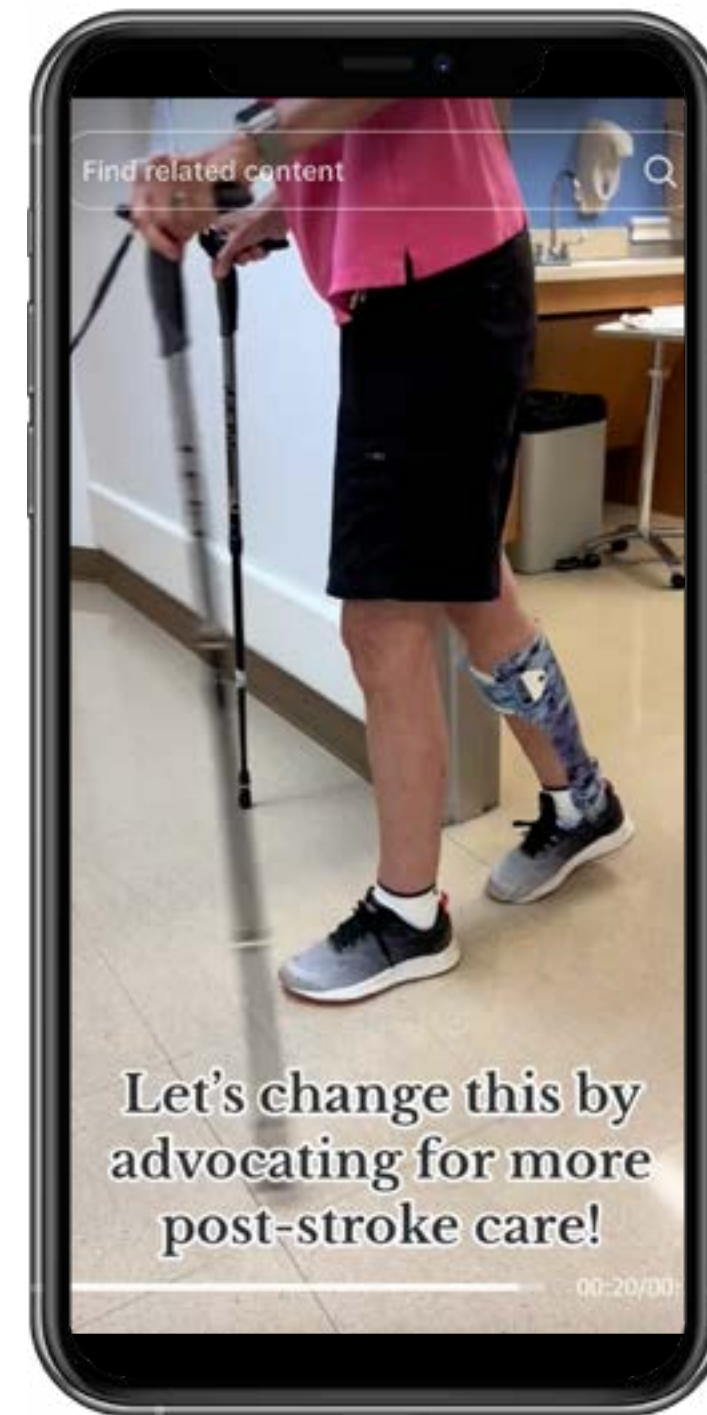


Social Stats **1.2M** followers



# Organic activation on TikTok

Organically, TikTok sparked a global activation on World Stroke Day, reaching millions with engaging content and challenges. Users spontaneously educated others about stroke awareness, emphasizing symptoms, prevention, and timely medical intervention. The campaign showcased TikTok's ability to organically mobilize its vast user base for impactful health messaging.



# Hashtag Performance





## Hashtag Performance

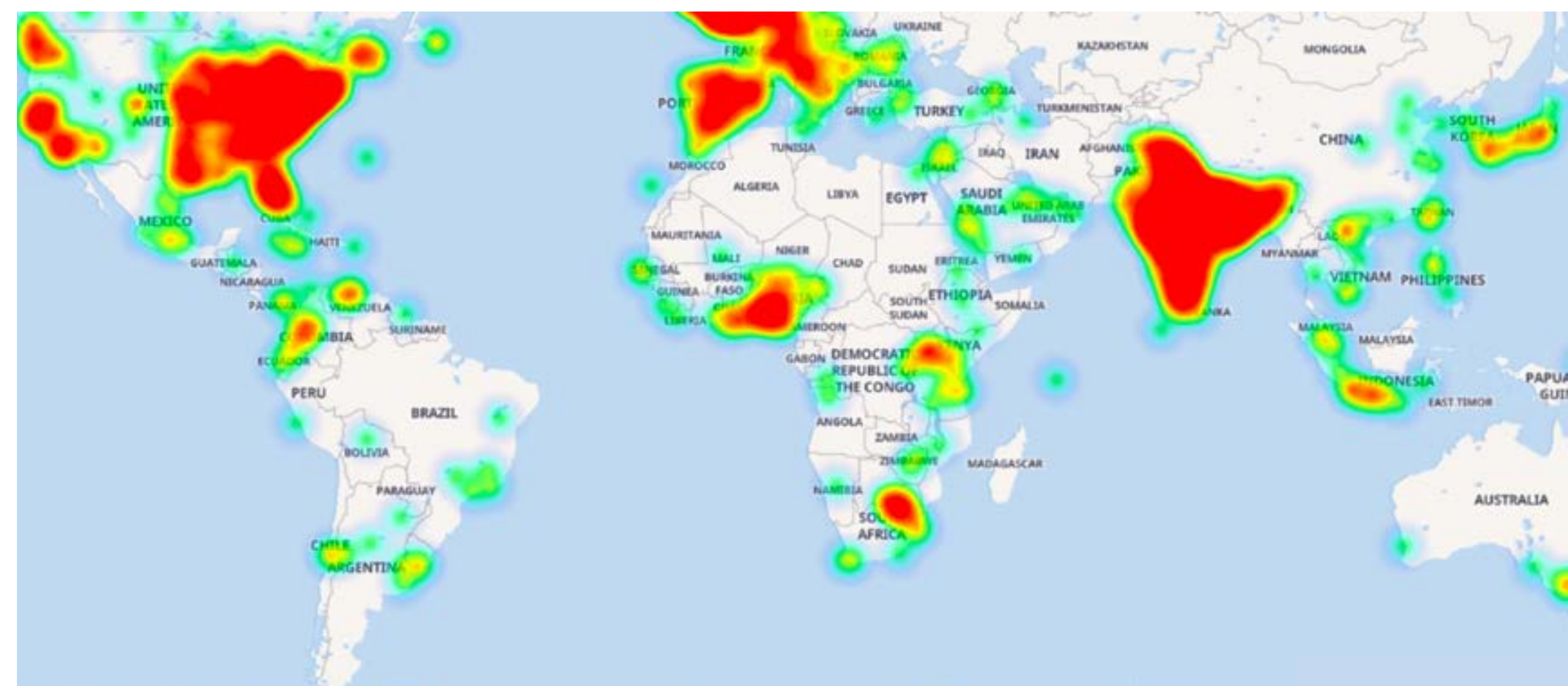
# #WorldStrokeDay

OVERALL USE	ENGAGEMENTS	POTENTIAL REACH
2023		
<b>12.3K</b>	<b>140.2K</b>	<b>183.4M</b>
2022		
14K	64.9K	195.1M

While the number of uses and reach of #WorldStrokeDay was down compared to last year, engagement more than doubled (a 116% increase).

Monitoring includes:  
Twitter  
Facebook  
YouTube  
Instagram

Distribution on the world map  
by results





## Hashtag Performance

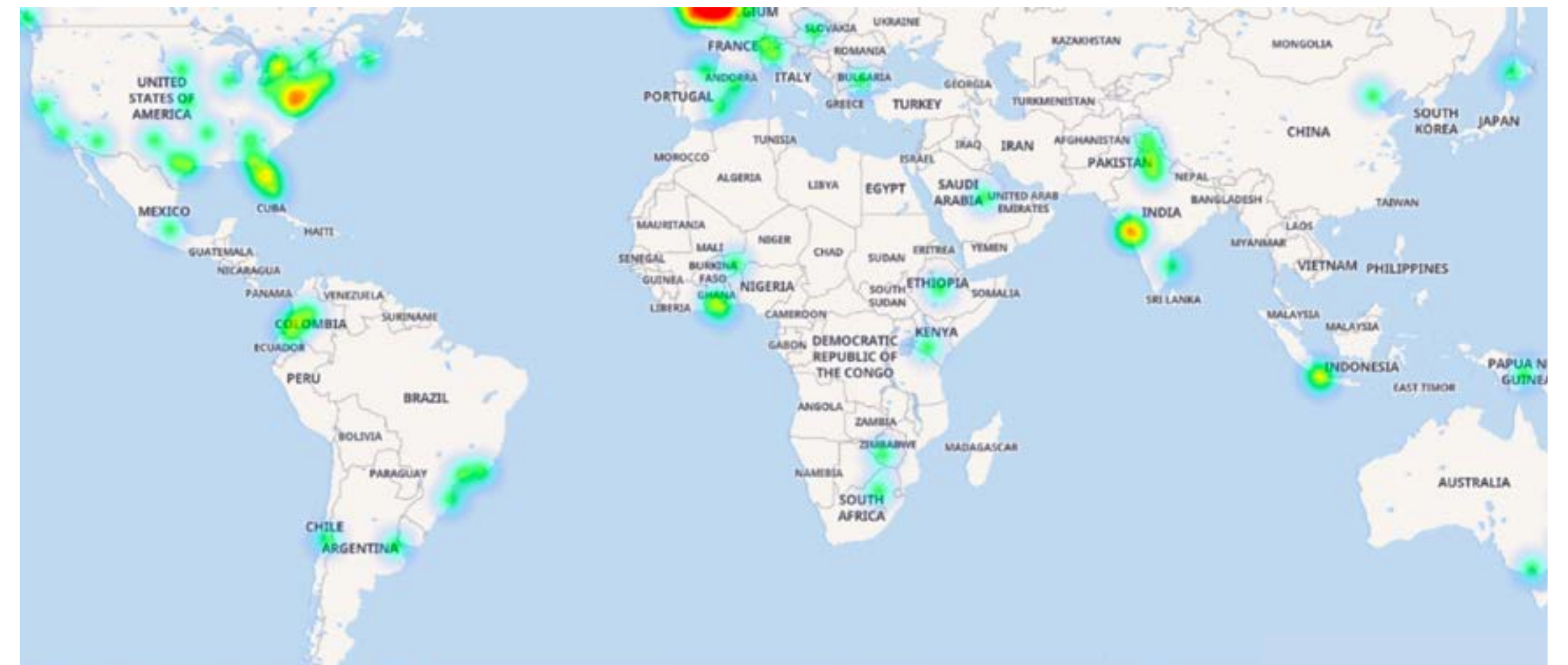
# #PreciousTime

OVERALL USE	ENGAGEMENTS	POTENTIAL REACH
2023		
<b>310</b>	<b>28.1K</b>	<b>1M</b>
2022		
4.1K	31.7K	300.9M

In 2023, the #PreciousTime hashtag was deprioritized, as the majority of the prevention-focused tags used the GreaterThan concept and hashtag.

Monitoring includes:  
Twitter  
Facebook  
YouTube  
Instagram

Distribution on the world map  
by results





## Hashtag Performance

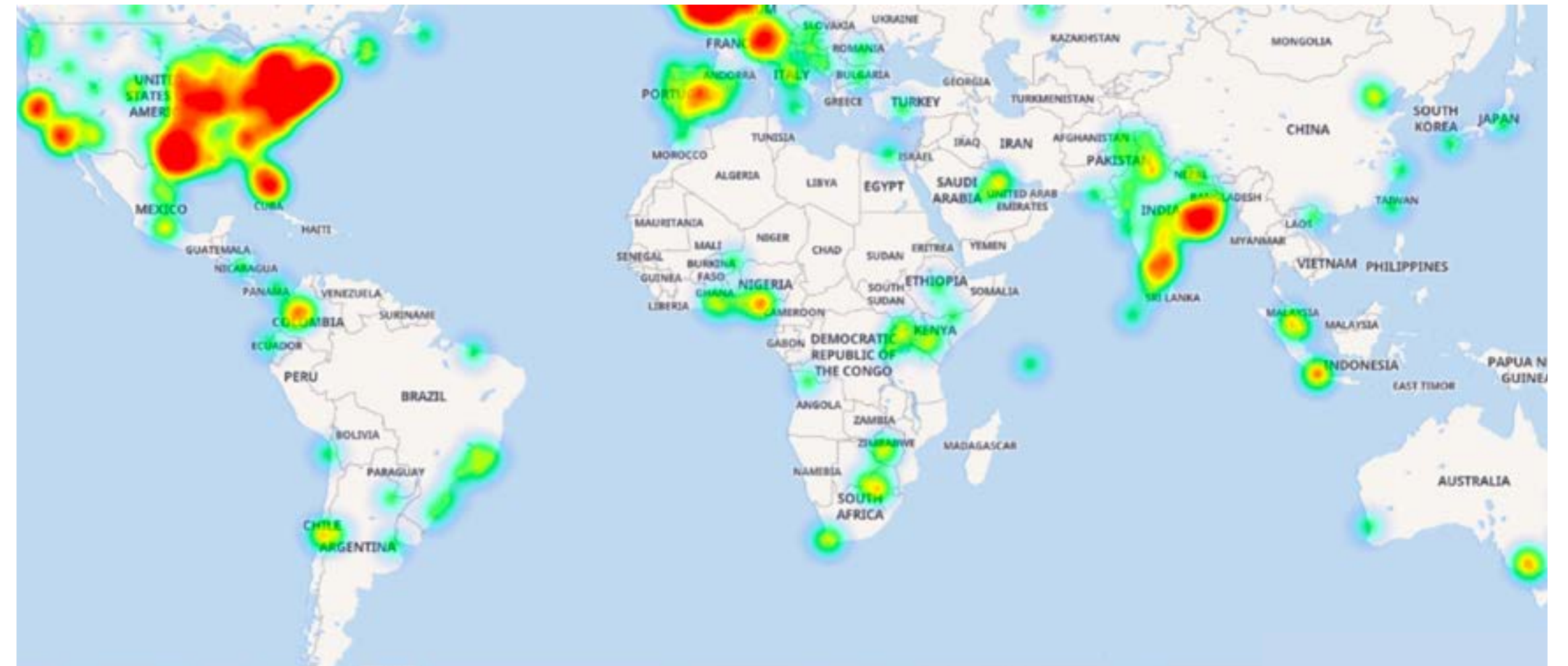
# #GreaterThan

OVERALL USE	ENGAGEMENTS	POTENTIAL REACH
2023		
<b>3K</b>	<b>120K</b>	<b>241.4M</b>

#GreaterThan was introduced for the first time in 2023, resonating with a global audience and proving itself to be engaging, which helps spread the word. A strong indicator for next year's campaign.

Monitoring includes:  
Twitter  
Facebook  
YouTube  
Instagram

Distribution on the world map  
by results



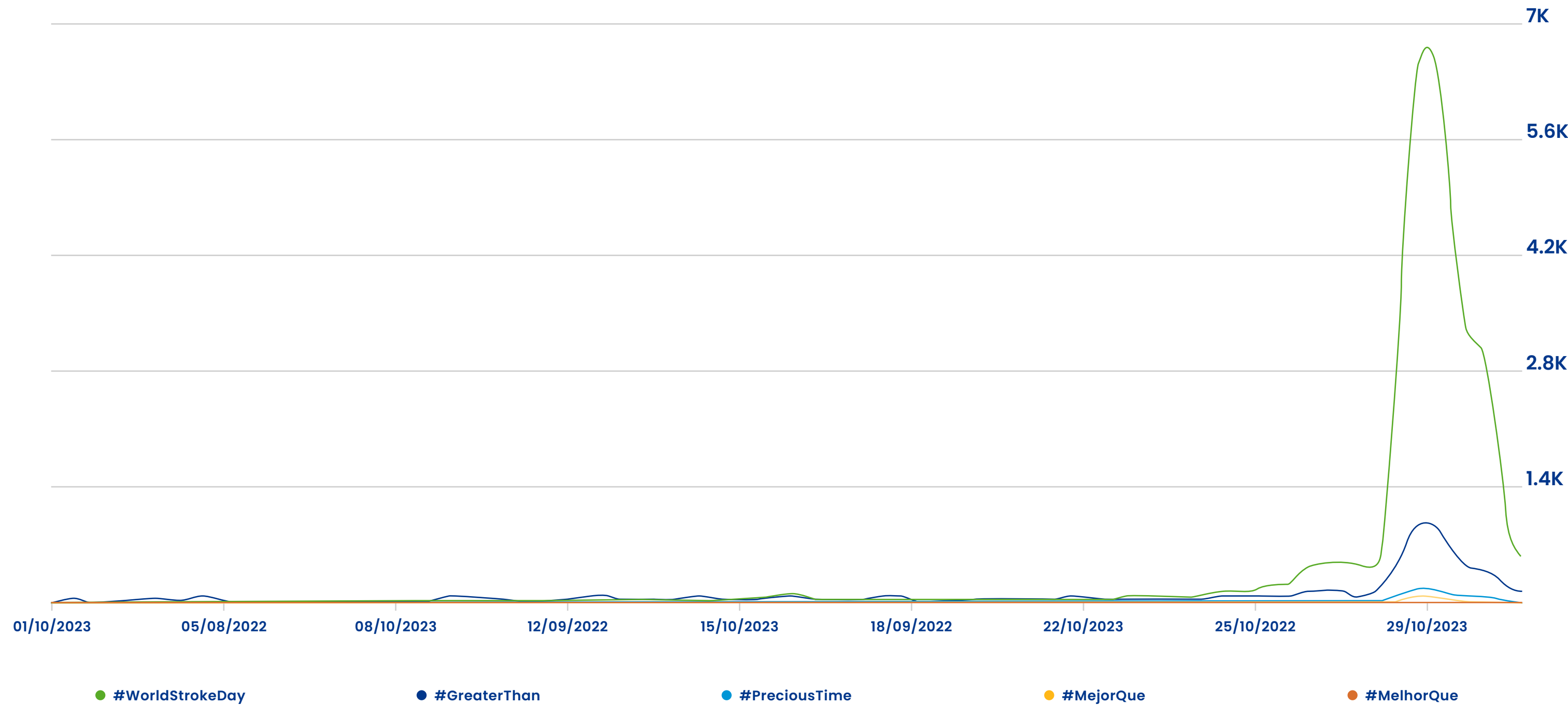


## Hashtag Performance

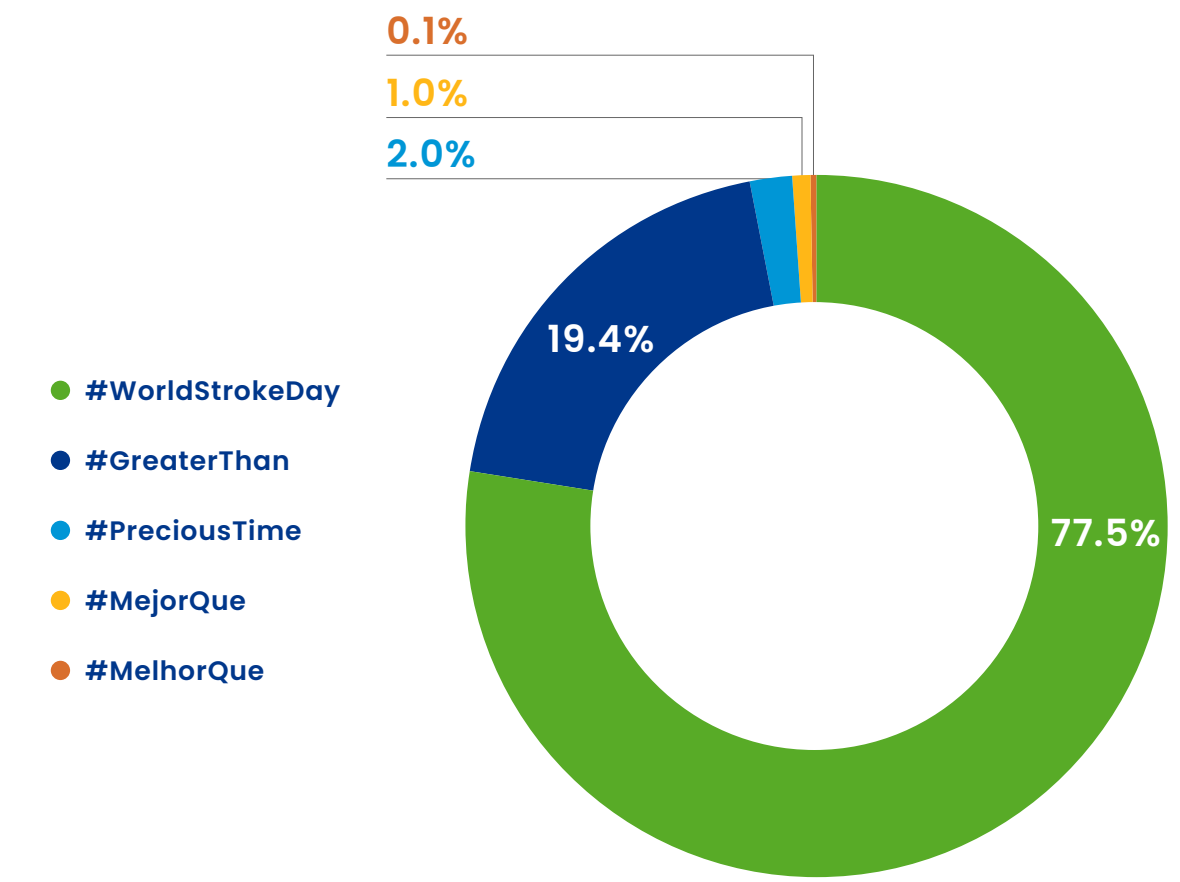
# Hashtag combined results

### Results over time by topics

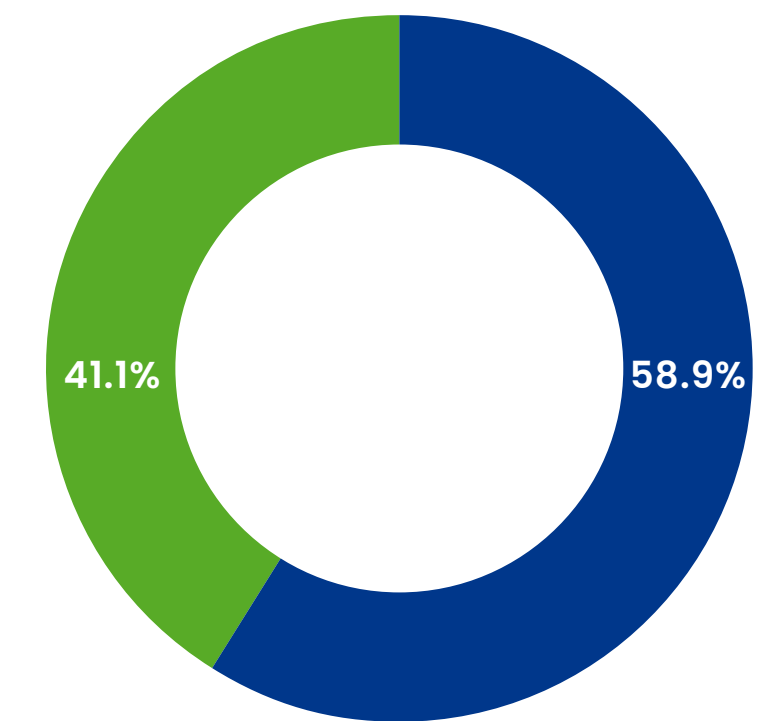
15.8K Results



### Share of Topics



### Gender Balance

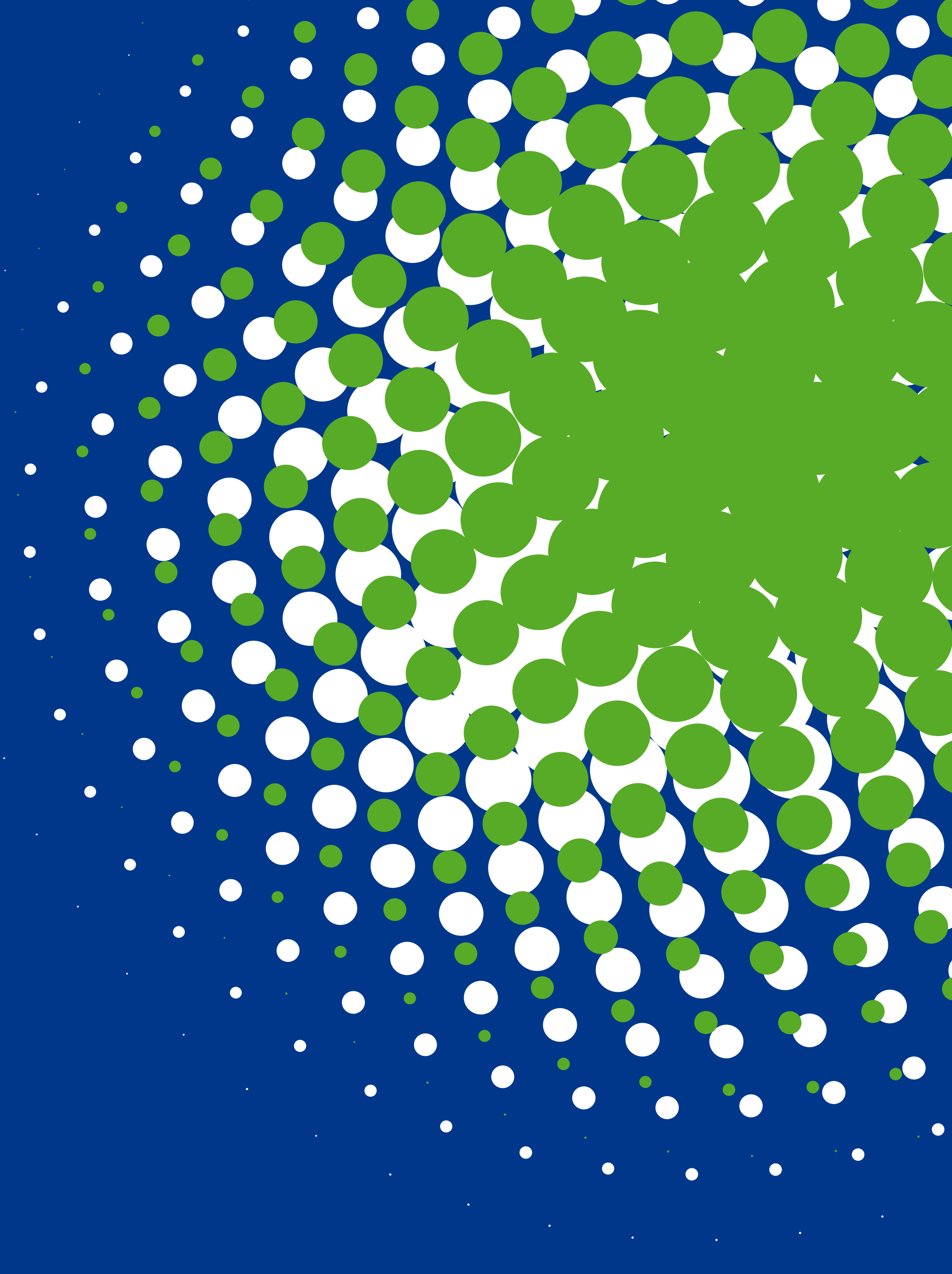


Total potential campaign reach

2.4B



# Website performance





# Visitor data

This is the first report produced for World Stroke Day using GA4 metrics. Because of this, we expect to see some differences in year-on-year data due to changes in the metrics used. In this first section, to mitigate the differences in data, we have compared 'Active users' in GA4 which measures the number of unique users who engaged with your site or app compared with the previous year's 'Total users' in UA which measures the number of unique users who engaged with your site.

**The good news is that the 2023 figures still show significant growth in site visitors for World Stroke Day.**

World Stroke Day – 29 October 2023

Active users

20,998



This represents a significant **+68% increase** on 2022 figures

2022 – 12,503 total users  
2021 – 11,792 total users  
2020 – 11,399 total users

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October 2023

Active users

464,326



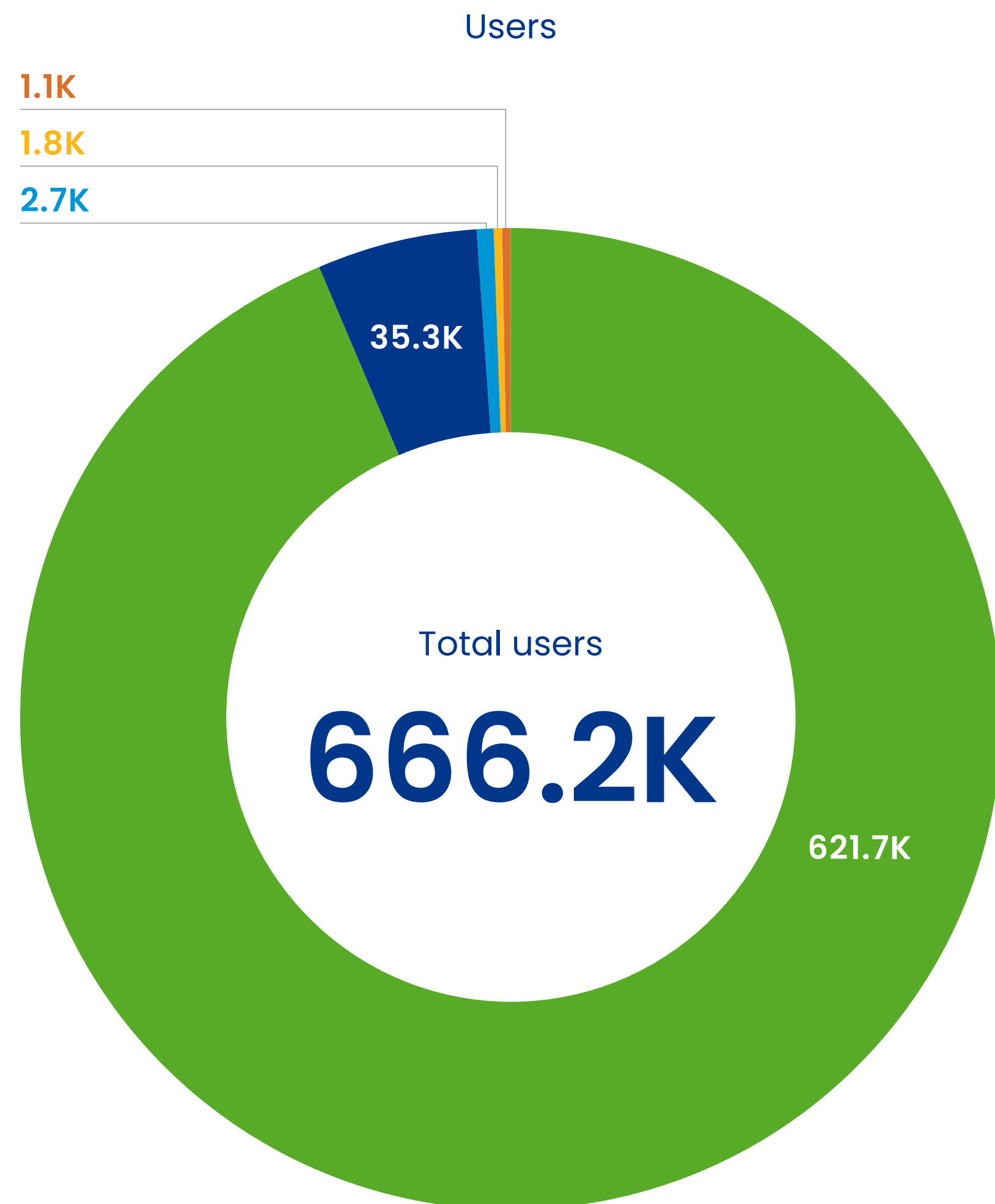
This represents a significant **+208% increase** on 2022 figures

2022 – 150,637 total users  
2021 – 43,428 total users  
2020 – 43,155 total users

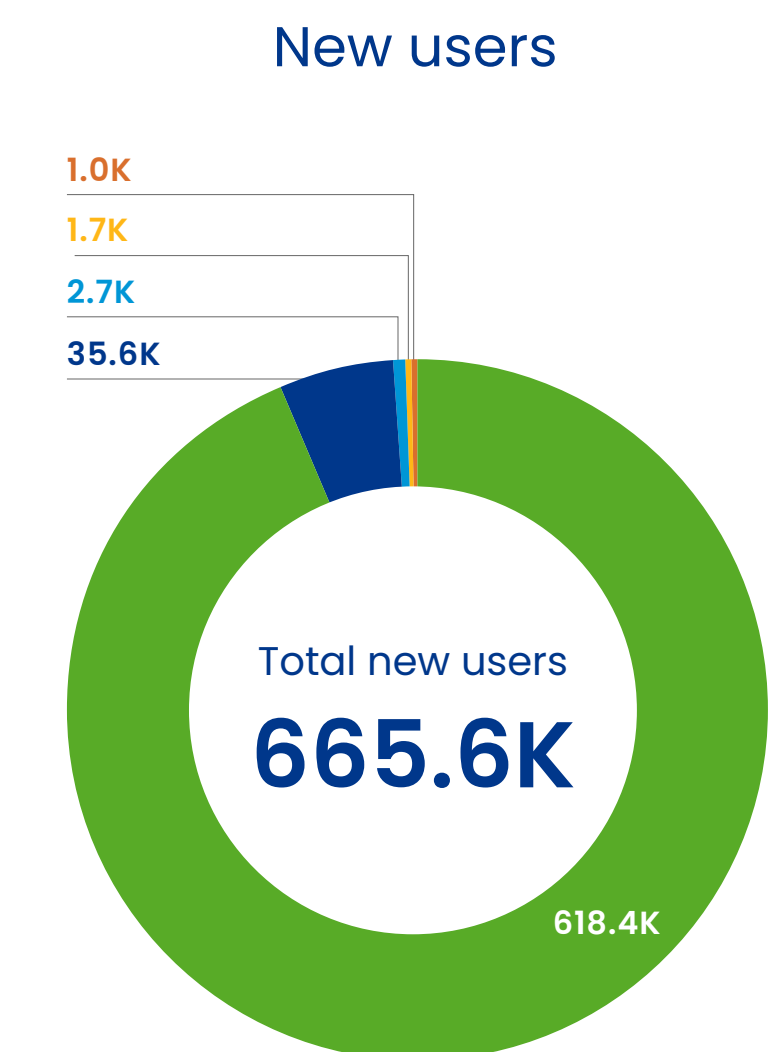


Top 5 countries in Asia and Oceania

# Visitor location data

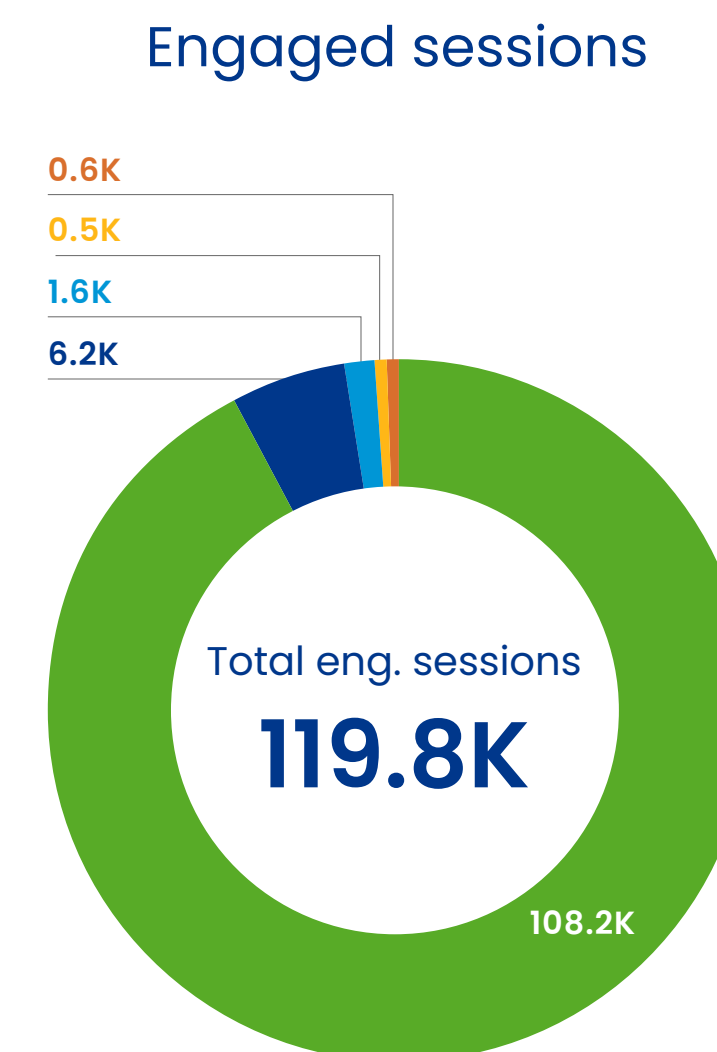


- India
- Philippines
- Indonesia
- China
- Australia



Average engaged sessions per user

**0.18**



Average engagement rate

**14.21%**



October 2023

# How visitors found you

This is the first report produced for World Stroke Day using GA4 metrics. This will contribute to some of the differences in year-on-year data due to the changes in the way data is measured.

Whilst we can see that YouTube attracted the vast majority of users in October, it appears to bring in less engaged users to the website (lower session duration and higher bounce rates). Other channels such as Facebook, Email and CPC ads show similar low engagement.

However we can see that users coming to the site via organic search (SEO) mediums are amongst the most engaged (higher session duration and lower bounce rates). This demonstrates the importance of SEO to the ongoing success of the campaign and integrating SEO tactics into the campaign plan.

For channels with lower user engagement metrics it would be worth assessing the advertising campaigns and how they work in conjunction with the website in order to develop their success for the next World Stroke Day.

Session source	Medium	Total users
youtube.com	Referral	358,359
Direct	None	101,657
google	Organic	19,194
l.facebook.com	Referral	4,074
m.facebook.com	Referral	3,468
bing	Organic	1,307
time.is	Referral	1,236
Not set	-	949
Newsletters	Email	703
lm.facebook.com	Referral	637
google	cpc	604
t.co	Referral	394
linkedin.com	Referral	202
hora.mx	Referral	195
baidu	Organic	188
who.int	Referral	168
yahoo	Organic	164
wso.multiregistration.com	Referral	108
cn.bing.com	Referral	97
strokeforbundet.se	Referral	97



October 2023

# Additional visitor data

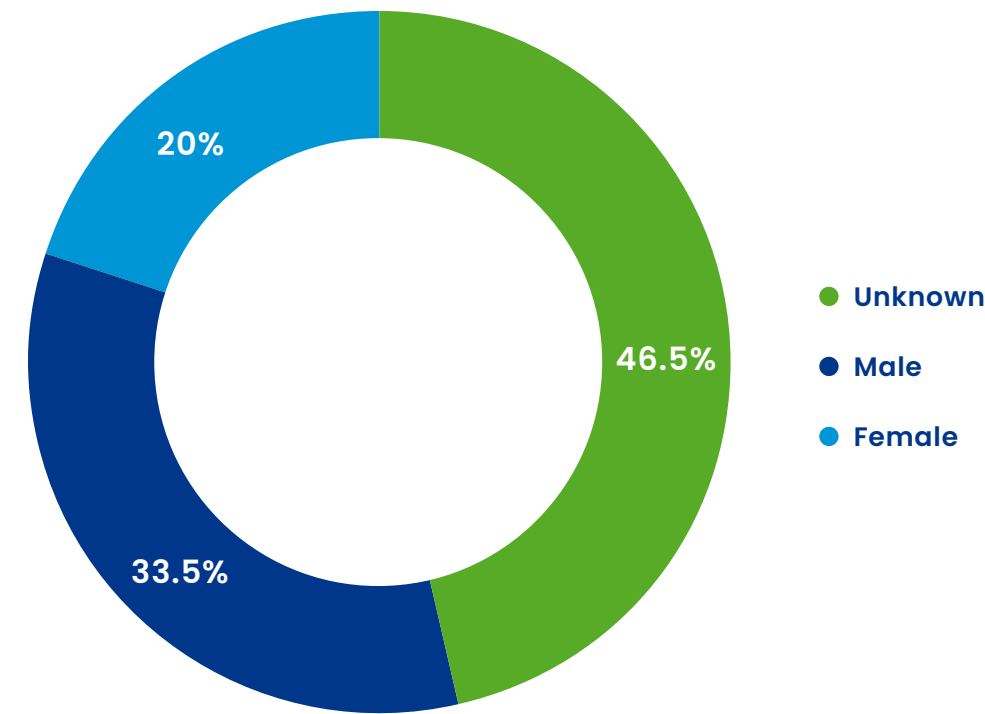
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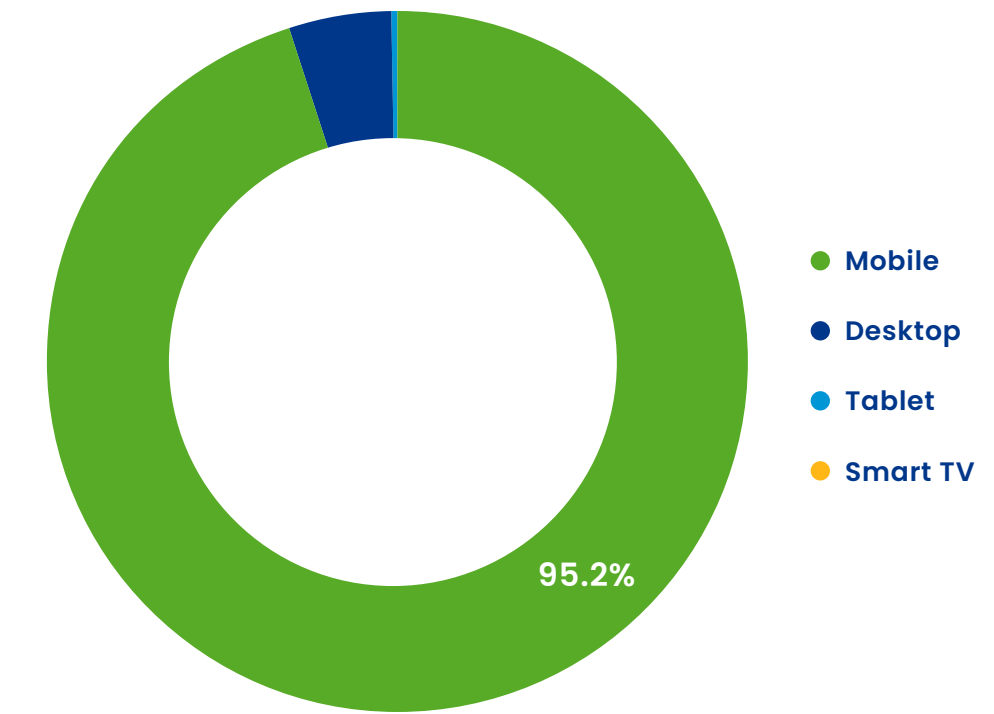
For channels with lower user engagement metrics it would be worth assessing the advertising campaigns and how they work in conjunction with the website in order to develop their success for the next World Stroke Day.

Demographic data



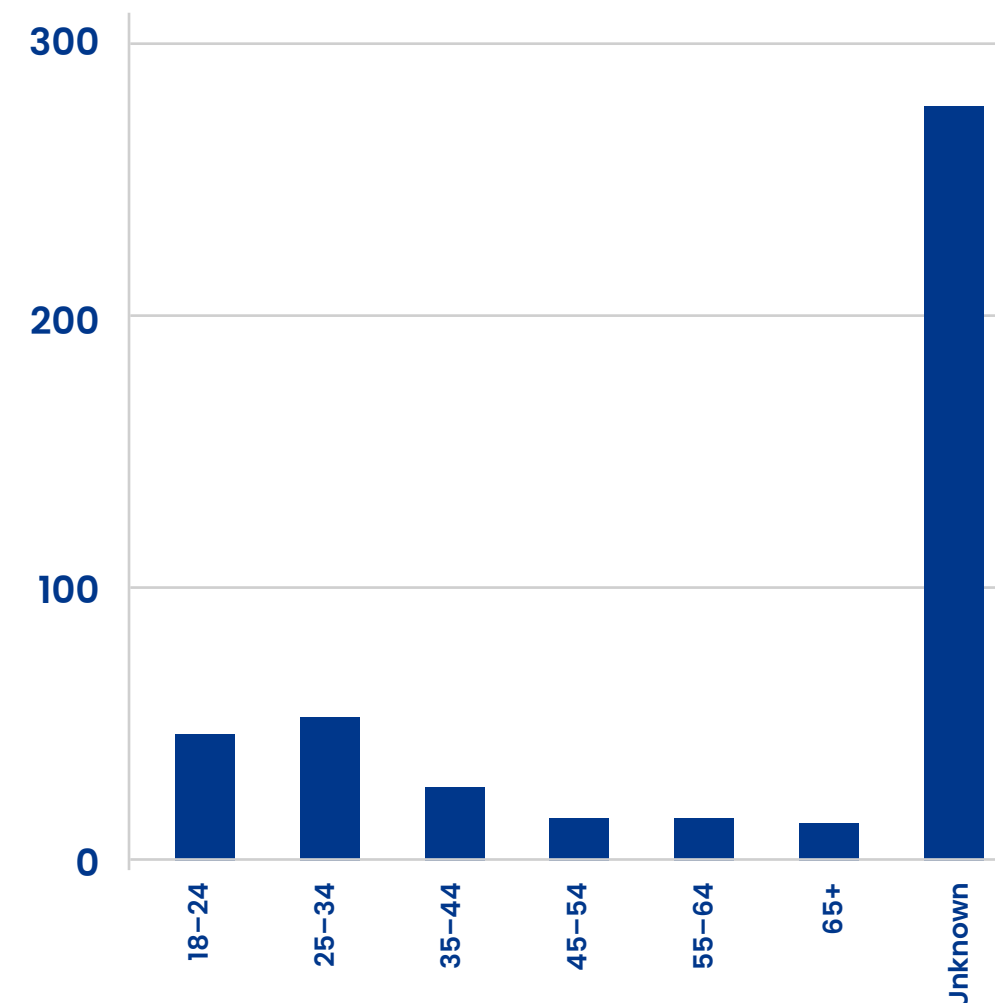
Again there is not a great deal of data for the visitor gender but the available data does show a greater number of male visitors.

Behavioural data



The vast majority of campaign website visitors are using mobile devices. This underlines the need to taking a mobile-first approach with the website design and development and the importance of website performance and loading speeds.

New users



There is not a great deal of data for the visitor age groups, but the available data does show a greater number of younger visitors (Millennial and GenZ).



# Recommendations for WSD 2024

1.

The introduction of the #GreaterThan was successful. Just like #PreciousTime, it is a universal concept and one that can be used year-round.

**Make #GreaterThan central to 2024 prevention and broader campaigns.**

2.

Greater interest in the press release, higher engagement on social and more people visiting the site suggests a need for more informational and educational content.

**Create more content (social campaigns, dedicated web pages, guest posts) that appeal to and educate the general public.**

3.

The interest in prevention and #GreaterThan content on social media illustrates a global interest in a healthier lifestyle, and the desire for guidance.

**Testing out more engaging channels and formats (TikTok, Instagram Reels) and engaging influencers or partners to create content could help to grow WSO's footprint and reach a wider audience.**

4.

High rates of traffic from online and social ads persist; however bounce rates also remain high.

**The following recommendations can address the bounce rate issue:**

- **Review regional targeting and prioritize new markets**
- **Build a specific landing page for online ads, with clear call to action to encourage better engagement.**





# World Stroke Organization

In Partnership with:

